

E&P

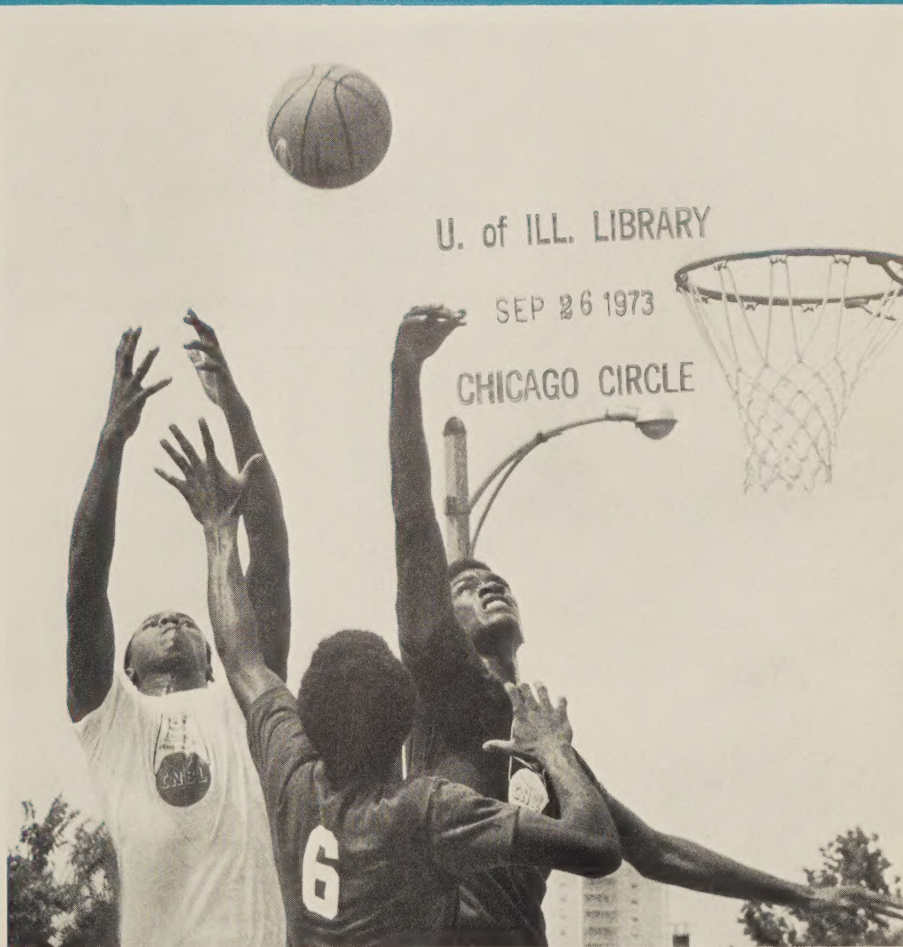
September 22, 1973

Thirty-five cents

Editor & Publisher

® THE FOURTH ESTATE

...diting terminals
...ass radiation
...sts by OSHA
...ill succeeds
...m Knight as
...ead of KNI
...annett invests
...10 million in
...paper machines
...wire service
...ewsmen duck
...ullets in Chile



We helped a lot of local kids reach new heights this summer.

A lot of kids became neighborhood heroes last July and August when they had their names published in the Tribune's sports pages right alongside those of the pros.

It happened because the Tribune helps sponsor the ten inner city teams of the Chicago Neighborhood Basketball League. To make sure the project was a success, we contributed both money and

news coverage. That's why it was especially pleasing to us when the Chicago team emerged from the national tournament as champion.

Our sponsorship, along with that of Coke and WMAQ-TV, is the kind of public service that Mid-America has come to expect of its most popular newspaper.

Chicago Tribune

A step ahead of the times.

SERIALS SECTION LIBRARY
UNIVERSITY OF ILLINOIS
CHICAGO CIRCLE, BOX 8198
CHICAGO, IL 60680

SECOND CLASS P.O. ENTRY

INTER-OFFICE COMMUNICATION



JOHN PINKERMAN
EDITOR

CHARTER OIL BUILDING / P.O. BOX 190 / SAN DIEGO, CALIFORNIA 92112

RE: September 22, 1973 E&P ad.

Tell everyone
about our new
columnist —
Dorothy St. John
Jackson!
B.



YOUR HANDWRITING TELLS

... according to a new CNS column. Using the Q & A format, Mrs. Jackson shows an example of the handwriting being analyzed and digs out people's character traits, helping them solve problems of everyday life. A fascinating, new approach for your readers.

Dorothy St. John Jackson, certified master graphoanalyst and member of the International Graphoanalysis Society, has been using her unusual powers as a consultant, lecturer, instructor and newspaper columnist for the past 13 years. The newest in the CNS group of outstanding columnists, Mrs. Jackson's column, "Your Handwriting Tells," is available for publication twice a week. Start her column now. Write, wire or call collect: P.O. Box 190, San Diego, California 92112/Cable: COPNEWS San Diego/Phone 714-299-7000/Telex 695041.



S&H Means Green Stamps

**But The Sperry and Hutchinson Company Means:
Carpeting, Furniture, Insurance, Banking,
Incentive Programs, Department Stores—
and S&H Green Stamps**

In 1896, Thomas A. Sperry and Shelly B. Hutchinson started the S&H Green Stamp service. People liked the "extras" stamps brought. They still do. Seven out of ten families save them. And S&H Green Stamps are still the biggest part of our business.

But The Sperry and Hutchinson Company today is other things, too. Quality companies such as Bigelow-Sanford, of "title-on-the-door" carpet fame. And Gunlocke, "the chair people." Your publisher probably sits in one—or should. And furniture manufacturers like Daystrom, "the dining room people," Lea, "the bedroom people," and American Drew. You've probably seen American Drew suites.

Then, too, The Sperry and Hutchinson

Company also means business and consumer services. Bayly, Martin & Fay is one of the biggest commercial insurance brokers. They insure things like the Long Beach, Cal. "Queen Mary," major motion pictures, and some of the nation's best properties. And there's The State National Bank of Connecticut. They hold the country's second oldest bank charter.

And there's Hens & Kelly, a Buffalo, N.Y. department store chain. Do they give S&H Green Stamps? Of course they do.

In 1972, it all came to sales of \$607 million. Still, \$363 million came from the trading stamp side of the business.

S&H. The Green Stamp people. And a lot more.



STAMP and PROMOTIONAL SERVICES: S&H Green Stamps • S&H, Ltd.

• Incentive Operations (Merchandise Programs, S&H Travel Awards) • Marketing Promotions

INTERIOR FURNISHINGS: American Drew • Bigelow-Sanford • Buck Creek Industries

• Daystrom Furniture • The Gunlocke Company • Interlock • Lea Industries • Paragon Design

BUSINESS SERVICES: Bayly, Martin & Fay • The State National Bank of Connecticut

• Magna Laboratories • Hens & Kelly

The Sperry and Hutchinson Company • 330 Madison Avenue, New York, N.Y. 10017

CATCH-lines

By Lenora Williamson

"I'M GOING TO EAT A LITTLE, EAT A LITTLE, eat a little. Then I'll talk a little," was what Charlotte Curtis' interview subject told her, two spoons and a knife in hand. The subject was that precocious 7-year-old, Mason Reese, who has been signed to report on children's news for NBC-TV after eating his way to fortune and fat on television commercials. Charlotte reveals in her *New York Times* story that Mason does not consider himself a reporter ("What's that?") and that he thinks being interviewed is boring. His reward, which he devoured before the talk, was a sandwich with bread and a thick chocolate shake.

* * *

ANN LANDERS CONFESSED she blew it when she answered a father who wrote complaining that by the time he gets the newspaper it has been ripped to shreds by others in the family. Ann told the poor man to invest in a second copy. One reader, among about 2,000 others who fired off letters, told Ann she should have said that if the family couldn't observe the courtesy of waiting until everybody read the paper before chopping it up, the second copy should come out of allowances "of the clods who did the chopping."

* * *

SOLVING THE NEWSPRINT SHORTAGE—The *Washington Post* letters column the other day ran a short piece of advice from one reader who wrote: "With the apparent paper shortage it would appear that it would be in order for you to cease harassing President Nixon and his administration, saving the space for something more important."

* * *

"YOU CAN ACTUALLY HOLD A BIT OF HISTORY in your hands. You can read firsthand just how life was at that time," the news editor of the *Franklin* (Ind.) *Journal* said of his collection of 1,000 newspapers covering the span of United States history. Robert M. Reed, 33, was talking with *Indianapolis Star* reporter Thomas E. Ketchum. The Reed collection stacked up in his den includes a 1714 issue of the *London Post*, a 1797 issue of the *Connecticut Courant* and an 1833 issue of the *National Intelligencer*, which was owned by Thomas Jefferson. Reed has been saving newspapers since he was a child, but now gets a lot from friends and strangers who find old papers in attics. For his 20th century collection, Reed still needs some from the Dillinger era: "He was quite a major part of a journalism approach to news at that time."

* * *

ANOTHER COLLECTION OF NEWSPAPERS, this time some reporting the fight for women's rights a century ago, has been given to Russell Sage College in Troy, New York, by author Caroline Bird. One is an issue of the *New York World*, of December 16, 1869, in which a Washington, D.C., woman asked: "Does work have sex? What difference is there in the value to the government between my work and that done by the pantaloons standing near me . . ." The paper noted the U.S. Treasury was then paying male clerks \$2,500 and female clerks, \$1,200.

* * *

MELVIN IS NEWS IN CHINA—*Philadelphia Bulletin* columnist Sandy Grady writes from Peking, where he's watching the Philadelphia Orchestra on tour, that night life is non-existent after 9 p.m. and there is only one TV set for each hotel floor and one English newspaper, *The Hsinhua Bulletin*. In 69 pages, Sandy found one U.S. item—an old Melvin Laird speech.

* * *

THE WAY IT IS—The masthead of the *Cook Inlet Courier* says the weekly is "The only newspaper in the world that gives a dam (sic) about the Kenai Peninsula." And where is this lonely, uncared-for peninsula? Alaska.

* * *

A HEADY HEAD and lilted lead from *Los Angeles Times* notes: "Touch of Garlic Takes Spice Out of Officer's Life"—"Nobody will come near me," said California Highway Patrolman Robert Phillips, tears running down his face." The officer and colleagues were up to their boots in 22 tons of raw garlic spilled over a transition road between freeways.

SEPTEMBER

- 23-Oct. 5—API City Editors Seminar (for newspapers under 75,000 circulation). Columbia University.
- 24-26—INPA Southern Regional conference. Hyatt House, Houston.
- 26-29—Pennsylvania Newspapers Publishers' Association Annual Convention, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.
- 27-29—Southern California UPI Editors' convention, Palm Springs, Calif.
- 28-29—Nebraska AP Association meeting, Omaha Hilton, Omaha.
- 28-30—Advertising Executives Association of Ohio Daily Newspapers sales clinic. Pick-Ft. Hayes Hotel, Columbus.
- 28-30—Virginia Press Women, 15th annual convention, Holiday Inn-Scope, Norfolk, Va.
- 30-Oct. 3—INPA Eastern Regional conference, Colony Resort, Atlantic City, N.J.
- 30-Oct. 5—Newspaper Food Editors Conference, Drake Hotel, Chicago.

OCTOBER

- 3-5—Catholic Press Association Southern Regional conference, Ramada Inn, Jackson, Miss.
- 4—The Newspaper Comics Council, Fall Meeting, Lotos Club, New York City.
- 4-7—Women in Communications, Inc., Annual National Meeting, Benson Hotel, Portland, Oregon.
- 5-6—South Carolina AP News Council meeting, Adventure Inn, Hilton Head, S.C.
- 7-9—New York State AP Association meeting, Otesaga Hotel, Cooperstown, N.Y.
- 7-10—UPI Editors & Publishers Conference, Camino Real Hotel, Mexico City.
- 7-10—INPA Western Regional conference, Washington Plaza, Seattle.
- 7-13—25th Annual Photo Workshop, University of Missouri School of Journalism, Kirksville, Mo.
- 7-19—API Classified Advertising Managers Seminar, Columbia University.
- 9-13—National Conference of Editorial Writers 27th Annual Meeting, Honolulu, Hawaii.
- 10-11—Catholic Press Association Midwest Regional conference, Netherland Hilton, Cincinnati, Ohio.
- 10-12—Suburban Newspapers of America, Annual Editorial Seminar, Sheridan Islander Hotel and the Naval War College, Newport, Rhode Island.
- 10-14—National Newspaper Association Annual Convention and Trade Show and Arkansas Press Association Convention, Arlington Hotel, Hot Springs, Ark.
- 11-13—Illinois Press Association 108th fall convention, Holiday Inn-East, Springfield, Ill.
- 12-13—SNPA Circulators Symposium, Riviera Hyatt House, Atlanta, Ga.
- 12-13—Technology/Up date conference, Rochester Institute of Technology, School of Printing, Rochester, N.Y.
- 14-16—Inland Daily Press Association Annual Meeting, Drake Hotel, Chicago.
- 14-16—Ohio Circulation Managers meeting, Sheraton Motor Inn, Columbus, Ohio.
- 14-17—INPA Central Regional conference, Playboy Towers, Chicago.
- 14-17—Institute of Newspaper Controllers & Finance Officers, 26th annual meeting, Royal York Hotel, Toronto.
- 14-19—Inter American Press Association 29th annual meeting, Sheraton-Boston Hotel, Boston.
- 16-19—ABC—Audit Bureau of Circulation annual meeting, Cosmopolitan Hotel, Denver.
- 18-20—Florida Newspaper Advertising Executives Sales Conference, Cypress Gardens Sheraton, Lake Wales, Florida.
- 19-20—New England Daily Newspaper Association Annual Meeting and New Processes Clinic, Copley Plaza, Boston.
- 19-21—AP Society of Ohio. Fall meeting, Sawmill Creek Resort, Huron, Ohio.
- 20—Georgia Press Association 11th Annual Cracker Crumble, Marriott Motor Hotel, Atlanta.
- 21-22—Society of American Business Writers regional seminar, "The Energy Issue," Marriott Hotel, Dallas.
- 21-23—Mid-Atlantic Circulation Managers Association Annual Sales Conference, Roanoke Hotel, Roanoke, Virginia.
- 21-23—Inter-State Circulation Managers Association 58th Fall Convention, Holiday Inn on the Boardwalk, Atlantic City, New Jersey.
- 21-Nov. 2—API Investigative Reporters Seminar, Columbia University.

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the QUAIN MARKET

Marketing men recently found themselves *Midway* between *Paradise* and *Bittersville* with the announcement of new market definitions. New boundaries put many markets at the *Crossroads* — some met their *Waterloo* — others came up like *Cashtown* and had a *Goodyear*. One such *Safe Harbor*, with a staggering \$2.9 billion in sales and ranking 37th in the nation has a preponderance of quaint sounding names such as *Wormleysburg*, *Intercourse*, *Blue Ball*, *Yocumtown* and *Speckty Kopf*.

The *Keys* to this massive market of over 1.2 million consumers are *New Freedom* and *Fairplay* in media planning. *Boulder* media men say this market *Lykens* unto *Goodville* and fills the *Gap* in their media plans. You, too, can make a *Buck* in this market which is hotter than a *Furniss* once you accept the adage, "A *Bird-in-Hand* is worth two in the *Gratz*" and include *Harrisburg*, the third largest market in *Pennsylvania* in your media plans.

The *Harrisburg Patriot-News* not only reaches all those quaint-sounding towns in italics above — it also influences *Red Lion*, *Unicorn*, *Rye*, *Seven Valleys*, *Two Taverns*, *Peach Bottom*, *Walnut Bottom*, *Nook* and a thousand other odd-sounding affluent spots that add up to nearly 3 billion in sales, and ranks as the nation's 47th largest ADI!

Editor & Publisher

• THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member,
Audit Bureau
of Circulations
Member, American
Business Press, Inc.



6 mo. average net paid June 30, 1973—25,271
Renewal rate—75.18%

Licensing for admen, reporters

Legislation in two states constitutes licensing of advertising men in one instance and reporters in the other. Both are unconstitutional, in our opinion.

A bill proposed in the Wisconsin legislature would require licensing of all advertising agency account executives, art directors, copywriters and media buyers. Candidates for licenses would have to be 21 years old, "of good moral character," hold a bachelors degree in marketing or have had at least 10 years "equivalent" experience, and have to pass a special examination. Media could not sell time or space to anyone not licensed, unless the buyer spends less than \$1,000 per year on advertising.

The bill is discriminatory: Think of the thousands of advertisers, retail and especially classified, who prepare their own ad copy. Why discriminate against ad agency people?

The bill is unconstitutional: Sen. Sam J. Ervin, noted constitutional lawyer, has said "the expression of ideas in advertising is a vital part of the total system of free expression of thought which the First Amendment was designed to protect." Licensing of creative people who express ideas in commercial space would violate that amendment.

In Alabama, Governor George Wallace has signed into law a bill requiring newsmen to make financial disclosures before being allowed to cover state government. Any reporter failing to comply will be barred from covering the state government "in any way."

By imposing a qualification on the right to practice journalism this bill in effect grants a license only to those who comply and qualify and therefore is unconstitutional. No level or branch of government can specify who may have the right to report, write or speak. These are rights guaranteed to everyone under the Constitution.

Sexless job ads

Once Rosie the Riveter aspired to become "foreman," if she had any ambition at all. Today, she must aspire to become "foreperson," according to Pennsylvania Human Relations Commission which is trying to rewrite the English language to comply with the Supreme Court decision in the Pittsburgh case.

According to the Commission, there are no more salesmen, door-men, foremen, busboys, barmaids or housemothers. They have to be—at least in classified ads—salespersons, doorkeepers, supervisors, kitchen helpers and houseparents.

What can be more ridiculous than someone who is seeking a "housemother" being forced to advertise for a "houseparent?"

It seems to us the Commission is biting off more than it can chew. An advertiser who seeks either a "waiter" or a "waitress" is automatically in violation. What will the designation be—"waiter person?" When a newspaper is looking for a "pressman," a descriptive term, does it now seek a "press person?"

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: Margaret C. Fisk, Mark Mehler, Jeffrey J. Mill, Edward M. Swietnicki, Lenora Williamson.

Editorial Assistant: Marie Stareck.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Donald L. Parvin, W. F. Pierce, Richard E. Schultz, Kenneth R. Schmitt, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adelaide Santonastaso.

OFFICES

General: 850 Third Avenue, New York, N.Y. 10022. Phone: 212 752-7050. TELEX 12 5102

Chicago: 111 East Wacker Drive, 60601. Phone 312-565-0123. Gerald B. Healey, Editor, Willard L. Pierce, Richard E. Schultz, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

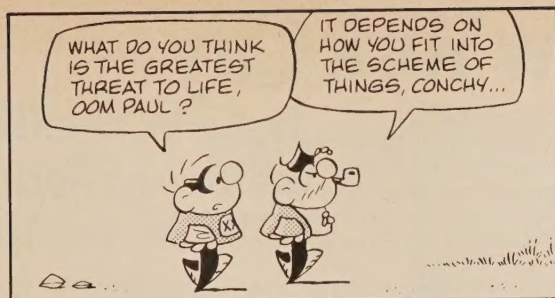
San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

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letters

AD STUDY

I refuse to buy "Foil at the mouth" toothpaste. Yes, and not even if my teeth rot.

Because your article on Dr. Leo Bogart's study of psychographic analysis for newspaper ads shows clearly the sort of thing that gives advertising a bad name.

On the one hand, the analysis divides men and women into personality/life style types. Okay, but notice how the men are "Pleasure Oriented", "Traditionalist" and "Quiet Family Men".

The women, correspondingly, are "Indulgents", "Puritans", "Conformists" and, ahem, "Drudges".

Seems to me someone back there doesn't like the ladies very much.

On the other hand, the sample displays for "Foil at the mouth" are bass ackwards. Ads should trumpet what a product can achieve for the customer, right? This time, the way the ads are put together is presented as most important, with only an incidental worry about what the product is supposed to do.

Bogart seems to recommend that the qualities an ad should push are those most convenient to the ad layout and marketing campaign, and never mind about what the toothpaste really does. Which is it? "Dependable" toothpaste or "natural" toothpaste? Such ads are not much help to all us tooth fans.

PHIL BLAMPID

Cambridge, Mass.

COUNTER-AD RIGHT

When a company such as Consolidated Edison has a monopoly on the product which it sells and sells a product which is not a luxury then its custody over the funds it collects can be affected by the opinions of its customers.

Apparently Con Edison has spent some of the ratepayers' money to buy an ad to explain a point of view which is open to question.

Ratepayers with another point of view, or, ratepayers who can substantiate serious inaccuracies in the company ad are very much entitled to ask for and to receive some of their money back to pay for an ad of their own.

The New York State Public Service Commission has every reason, in my opinion, to grant the request for counter-ad money.

JUNE CALDWELL MARTIN

(Martin is general assignment/Sunday magazine, Arizona Daily Star, Tucson.)

CORRECTION

I have just finished reading the excellent wrapup (E&P, September 8) on steps being taken to conserve dwindling newsprint inventories. Permit me to make a correction, however, for a reference that could leave your readers with the wrong impression of our problem here at the 5,000 circulation *Jackson County Floridan* in Marianna, Florida.

Your story states that we suspended our Monday editions because we had only 10 tons of newsprint on hand with no shipments expected until January of next year. Now it's true we are a small daily newspaper; in fact, we are the smallest city in Florida (pop. 6700) that has a daily newspaper. But 10 tons would hardly last five months.

A wire service reporter rewrote our story announcing the painful Monday termination but inadvertently omitted the fact that we have 60 tons contracted for this year in addition to the 10 we had on the floor at the time. Seventy tons will last us five months—just barely.

We have a contract in force with a supplier who has served us well and reliably. But as the shortage hit its hardest, we were in the midst of unprecedented growth, enjoying the tail end of a one year period in which circulation was up 20 per cent, ad lineage 50 per cent and newsprint consumption almost 100 per cent. Our contract had not anticipated such growth.

We were buying supplemental tonnage from four other mills. All of a sudden, those supplies were no longer available to us. And worst of all, it happened only weeks after we had added a Sunday edition to our five day operation.

So we did what we had to do. We dropped the Monday edition, narrowed our web by two inches, curtailed use of color, eliminated some weak features, tightened up what had been a very open news hole, terminated complimentary subscriptions, eliminated unnecessary tear sheets, began using spoils for office use and so on.

Forgive the tedium over such a small thing. But we can weather this with the tonnage contracted to us. Granted, we have to take some disheartening steps to do so, but we can do it.

KELSO GILLENWATER

(Gilllenwater is publisher of the *Jackson County Floridan*.)

HANDGUN BAN

It was good to see the comments of Editor Calvin M. Craig (*North Penn Reporter*, Lansdale, Pa.) in the August 25 issue of *EDITOR & PUBLISHER*, asking for a newspaper campaign to back a ban on handguns.

James B. Sullivan, sports editor of the *Minot* (N.D.) *Daily News*, has been crusading several years for stronger gun control laws. His publisher, Ray Dodson, says he "got a lot of hell from folks who think otherwise," convincing him that opinions are "far from unanimous." On September 10 the *San Jose Mercury's* lead editorial urged a ban on handguns.

I am gathering material for a book on gun control, and would like to hear from editors across the country who have taken a position, for or against, the banning of handguns—recommended by the last three of five national commissions, all seeking tighter controls as a crime deterrent. A section on how the press responds, with quotes of editorial positions, would be an important addition. May I hear from you?

Don C. Matchan
2-3851 East Cliff Drive
Santa Cruz, Ca. 95062

Short Takes

"We don't normally see nothin' that large," a dirty officer at the Coast Guard Air Search and Rescue Station . . . said. —*Chicago Sun-Times*.

... the elderly . . . are forced to depend solely on their Social Security . . . checks which . . . are not adequate to provide a decedent standard of living.—*Monterey* (Calif.) *Peninsula Herald*.

Susan Hayward stars in a remake of Bette Davis' classic rearjerker "Dark Victory," . . . —*Chicago Daily News*.

A Postal Service spokesman said the higher rates would go into effect Sept. 9, and would produce an additional \$1 million a week revenge the service has been "losing" since July 6.—*Columbus* (Ohio) *Citizen-Journal*.

(E&P pays \$2 each for amusing typographical errors found in newspapers and reprinted here.)

Growing Up in New York City

It means growing up in a neighborhood. Like Tremont, Jackson Heights, Cobble Hill, Oakwood and Washington Heights. There are all kinds of neighborhoods in the city. Growing up here isn't always easy. But wherever you live in the city, you have one thing in common with other New Yorkers. You learn fast. And there's so much to see and do.

Just a subway ride from the skyscrapers of Manhattan is the Jamaica Bay Wildlife Refuge. In a recent year, more than 300 species of birds have been sighted here. Kennedy International Airport is close by. Most of the millions of passengers who fly in and out of Kennedy never realize how close they are to the nesting places of snowy egrets.

Maybe it isn't surprising that New York, which is bigger than other American

cities in so many ways, has the largest wildlife refuge of any city. The wildfowl of Jamaica Bay are very much a part of the life of New York... along with the noise, the traffic, the crowds, the action, the business of the most dynamic city on earth.

New York is a wonderful city in which to grow up. For over a century, The New York Times has been watching the city grow. If there's one thing we've learned in that time it's not to sell New York short. We know New York as well as anybody. We think we sell it better than anybody. New York is our great, big backyard.

The New York Times

First in Advertising in America's First Market.

Jamaica Bay Wildlife Refuge, Queens



Hills is elected chief executive officer of KNI

Lee Hills, president of Knight Newspapers Inc. for the past six years, was elected chairman and chief executive officer to succeed James L. Knight, who relinquished that post to become chairman of the executive committee.

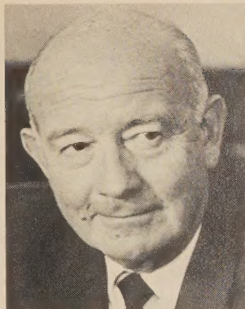
Alvah H. Chapman, Jr., executive vicepresident since 1967, was elected president, succeeding Hills.

The promotions were announced by James Knight after action by the Knight board of directors.

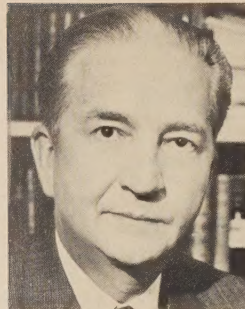
"The promotion of Hills and Chapman will strengthen our corporate organization, permitting them to concentrate on the overall direction, policy formation and expansion needs of the company," John S. Knight, editorial chairman, said.

Knight Newspapers Inc. publishes the *Akron Beacon Journal*, *Boca Raton News*, *Charlotte Observer*, *Charlotte News*, *Detroit Free Press*, *Macon Telegraph and News*, *Miami Herald*, *Philadelphia Inquirer* and *Daily News*, *Tallahassee Democrat* plus suburban and community newspapers in Georgia and Florida. Agreement to acquire the *Lexington* (Ky.) *Herald* and *Lexington Leader* was announced last month.

During his long newspaper career, James Knight has concentrated on business and production operations. He is past president of the Southern Newspaper Publishers Association and of the American Newspaper Publishers Association Research Institute.



James L. Knight



Lee Hills



Alvah H. Chapman

He is a director of the Associated Press, chairman of the board of trustees of the SNPA Foundation and treasurer of the United Way of America.

Hills, the new chairman and chief executive officer, worked his way up through the ranks to become, in 1967, the first person outside the Knight family to be president of Knight Newspapers. A winner of the Pulitzer Prize, Hills is also publisher of the *Detroit Free Press* and the *Miami Herald* and chairman of the Knight Newspapers Operating Committee.

A journalism alumnus of the University of Missouri, Hills also earned a law degree from Oklahoma City University in 1934. After working for newspapers in Oklahoma City, Memphis, Indianapolis and Cleveland, he joined Knight Newspapers in 1942 as managing editor of the *Miami Herald*.

A past president of the American Society of Newspaper Editors, Hills is the only U.S. editor whose colleagues have elected him to the presidency of all four major professional journalistic societies.

A native of Granville, North Dakota, Hills now lives in Miami and Detroit with his wife Tina. Since 1966, he has served as president of the Detroit Arts Commission.

The new president of Knight Newspapers, Alvah H. Chapman Jr., is a third generation newspaper executive who also serves as president of the *Miami Herald*.

Chapman was born in Columbus, Ga., and lived for 13 years in Bradenton, Fla., where his family published the *Bradenton Herald*.

He graduated from the Citadel with honors and served during World War II as a B-17 bomber pilot and squadron commander in Europe. After World War II, he became business manager of the *Columbus Ledger-Inquirer*, then executive vice president of the *St. Petersburg Times*, leaving there to become part-owner, president and publisher of the *Savannah, Ga., newspaper*.

Chapman joined the Knight organization in 1960 and served as vicepresident (Continued on page 38)

UPI editing terminals radiation-free: OSHA

The U.S. Department of Labor has given United Press International's automated editing equipment a clean bill of health.

Tests on Associated Press' video display terminals are continuing and are expected to be completed this week by the federal agency's Occupational Safety and Health Administration (OSHA).

The investigation into radiation hazards from the cathode ray tubes in the editing equipment was triggered by the Wire Service Guild, which represents about 2,000 workers at AP and UPI, in a complaint to Assistant Secretary of Labor John H. Stender in July. The federal agency told Editor & Publisher that the tests were believed to be the first detailed look into the growing use of cathode ray tube equipment in information-gathering and information-transmitting devices in the nation. (E&P August 11).

OSHA began testing the Harris-Intertype editing terminals used by UPI and next started testing the Hendrix editing terminals used by AP.

No 'measurable' radiation

Field tests of UPI's video display terminals office revealed no measurable radiation, OSHA told UPI and Wire Service Guild leaders September 14.

Otto White, senior industrial hygienist for the New York City OSHA region, who conducted the tests, said the UPI tests in New York City were the first tests of cathode ray tubes ever made by OSHA and that the X-ray film procedure would become standard for the U.S. Department of Labor.

Here's how OSHA performed the tests on UPI equipment:

(Continued on page 38)



Otto White, senior industrial hygienist for the New York City OSHA area, conducting tests of Harris-1100 Video Display Terminals in the New York City newsroom of United Press International.

Pennsylvania CAMs score sexless job ad guidelines

By Mark Mehler

In Pennsylvania, there are no Good Humor Men, doormen, foremen, busboys, barmaids, or housemothers, anymore. There are now "route salespersons," "doorkeepers," "supervisors," "kitchen helpers," and "houseparents."

Such is the word of the Pennsylvania Human Relations Commission in the wake of the Supreme Court decision June 21, upholding a Pittsburgh ordinance forbidding newspapers to publish sex-designated help-wanted ads.

On August 9, a set of guidelines drawn up by the Commission and approved by the Pennsylvania Attorney General were submitted to all newspapers in the state. The newspapers were asked to comply with the new guidelines by September 1.

Universal displeasure

At the 27th annual Pennsylvania Newspaper Publishers Association Classified Advertising Clinic in Hershey September 13-15, 60 classified ad managers expressed almost universal displeasure with the guidelines.

Frank Davis, director of publicity and information for the Human Relations Commission, told the CAM's that the local Pittsburgh ordinance and Sex Provisions of Pa. Human Relations Act of 1955, were almost identical. The guidelines, then, were drawn up for compliance with that act.

"The law is quite clear," said Davis. "The Supreme Court decision, in the belief of the Attorney General, makes these guidelines binding precedent for the entire state."

Davis praised the state's newspapers for their cooperation. "As a group, I compliment you for carrying out this transformation so well. I realize that it is difficult for you, caught between us on one side and the advertisers you meet each week at the Lions Club on the other side." A poll of the CAM's showed all newspapers present either had already complied or intended to comply with the guidelines.

However, in 90 percent of the cases, it was compliance with a great deal of reluctance. Rufus Walker, *Chester* (Pa.) *Delaware County Times*, was one of the most vocal protesters.

"The Pittsburgh ordinance dealt with putting help-wanted ads under different headings," asserted Walker. "So how does the Attorney General read that decision and come up with a set of guidelines like these? I guarantee you, I could get a bunch of lawyers who would interpret the law quite differently."

The guidelines, in addition to prohibiting specifying "male" or "female" in column headings, say the help-wanted ads must not "contain words or phrases to indicate in any way that the position is restricted to, or intended for, persons of only one sex or the other."

The guidelines specify only two circumstances in which a sex preference may be

accepted:

When the advertiser submits to the newspaper a copy of a Bona Fide Occupational Qualification (BFOQ) exemption granted by the Human Relations Commission;

When a help-wanted ad specifying a sex preference is submitted with a verbal statement that the employer is not subject to the jurisdiction of the Commission by virtue of employment of fewer than four persons, or when the person to be hired is an agricultural worker or domestic in a private household, or when the employer is a religious, fraternal, charitable, or sectarian group as defined in Section 4 (b) of the Act.

Put ads in writing

Davis assured the admen and women that no newspaper would be held accountable for relying in good faith on an advertiser's representation that he/she is exempt from the act—except when the advertiser's claim is "patently false." Nevertheless, Davis advised them to be extremely cautious in accepting verbal information, and told them to keep records of advertisers' statements.

Situations-wanted ads are subject to the same guidelines as help-wanted. Publishing a disclaimer in the ad does not limit the legal liability of a newspaper.

Davis said the commission was currently working on a supplementary list of terms and phrases to further clarify the issue.

But most CAM's felt further guidelines would probably only add to the already rampant confusion.

Charles Whitman, *Norristown Times-Herald*, said the new guidelines were unfair to readers, advertisers, and newspapers. "The new rules prevent us from providing a convenience for our readers and advertisers . . . In newspapers over 50,000 circulation, it's a particularly important convenience. A person could pick up a classified section and go directly to the heading he was looking for." Whitman told of one of his advertisers who sought factory workers for heavy lifting. "He ended up with a bunch of ladies applying for a job that they weren't capable of doing."

Davis suggested that situations like this could be prevented by including job descriptions in each ad, but CAM's countered that this was not always practical.

Another disgruntled CAM assailed the guidelines as contradicting federal guidelines in many instances. U.S. Department of Labor guidelines permit words like "Kelly Girl" and "Waitress." Davis insisted that his office was in touch with the EEOC and Labor Department on consolidating rules. He said a Washington task force was working on universal guidelines.

Another gripe was that it was nearly impossible to obtain BFOQ's from distant clients and that many advertisers, despite

the newspaper's vigilance, gave phony information.

The overriding complaint, however, was that the guidelines were an attempt by the Pa. Department of Justice to use newspapers "as a policing agent." Said another CAM:

"Why doesn't the Justice Department and Human Relations Commission go out and police the employers. They're the ones that are discriminating, not us."

Davis answered that the Human Relations Commission was currently in "hot water" for just that reason. In Harrisburg, hearings were being conducted on a proposed bill to curb the functions of the Commission, after several companies charged it with entrapment.

Some CAM's complained that the guidelines cost the newspapers revenue. John Keener, *Washington Observer-Reporter*, said an advertiser had sought a "foreman." "When we told him it had to be changed to supervisor, he said he did not want a supervisor, but a foreman." Subsequently, the employer withdrew the ad.

Paul Walison, *Lock Haven Express*, said he had just accepted an ad for a "draftsman," contrary to the guidelines, but had put a disclaimer at the bottom of the ad. "We'll see what happens," he said. The guidelines do not allow disclaimers.

The consensus was that a court test was the only way to resolve the controversy, since the Attorney General's guidelines do not carry the force of law. Unfortunately, conceded most CAM's, it would take a paper with major financial assets to see a long case through the courts.

Not all the participants objected to the guidelines, however. Paul Ward, *Philadelphia Daily News*, called the resistance "male pride." He said the ruling had little, if any, effect on ad revenue. Diana Augustine, of the *Lansdale North Penn Reporter*, said her newspaper had changed over in 1970. She also believed the issue was one of simple male pride.

Davis concluded by urging all CAM's with problems to call him at the Commission office. "You're free to do what you feel is right," he summed up. "On that basis, we'll hold a public hearing, rule on each ad, issue an order, and from there it can go from the Commonwealth Court to the Supreme Court if necessary."

"But for now," he asserted, "the guidelines are law. That's it."

Other events at the meeting pointed to concern over the newsprint shortage and its effect on classified pages. Although only two CAM's reported that they had cut back on ad space, all said the newsprint situation has resulted in decreased promotion and other related steps.

James McGrew, promotion manager, Lancaster Newspapers Inc., suggested ways to save newsprint on promotion. One was sending more mailings, such as envelope stuffers. He mentioned use of window displays, if the newspaper has a window, or electrical signs. He said promotion ads could be placed on the comic pages when they have been resized or a strip has been eliminated. He also called for increased use of other media, including radio and tv, in promoting classified. "All of us are feeling the effects of the newsprint shortage," he said, "and in each case, promotion is one of the first areas to be cut back."

Admen and movie owners hold friendly meeting

By Bill Boldenweck

Most of the problems between movie exhibitors and newspaper advertising departments are the result of a lack of dialogue, a theater chain executive told the opening session of the National Association of Theater Owners Monday (September 17) in San Francisco.

"But," said Don Baker, vicepresident for advertising and promotion of Loew's, Inc., "if that dialogue is lacking, we exhibitors must share the blame."

As he introduced a panel of six newspaper advertising executives to more than 1000 exhibitors, he asked, "have we really tried to have periodic meetings with our newspapers to make them knowledgeable of our radically changing distribution patterns?"

"Have we made them familiar with the self-regulatory machinery of the Motion Picture Association of America which causes all advertising of member companies to be approved by the MPAA before it may be used?"

"Have we pointed out that surveys of newspapers themselves reveal that MPAA approved ads find an acceptability with newspapers somewhere around 95 percent?"

"And have we offered help to newspapers in areas where we can be helpful?"

Help for newspapers

Baker noted that some newspapers, particularly the *Miami Herald* prepare an entertainment section once or twice each year, telling readers about the movies they will be seeing in the months ahead and about other entertainment.

"What would be wrong with every theater in such a city displaying a poster calling attention to such an upcoming section a month or so in advance?" he asked, "when was the last time we offered to help them with their circulation problems by scheduling special shows for newsboys (remember them?)".

"How about announcing a new entertainment editor through our lobbies or our screens? And wouldn't a display of news photos in our lobbies be interesting?"

"The point is that there are undoubtedly many, many ways that we can forge a lasting relationship if we are prepared to take that first step," he said, reiterating that "the problems of the past have been the lack of understanding of each others' problems."

Series of meetings

Baker, who is also chairman of NATO's advertising committee, said that a long list of exhibitor grievances about newspaper advertising had led him into a series of meetings with Jack Kauffman, president of the Newspaper Advertising Bureau, and with groups of newspaper advertising directors.

As a result, he explained, NATO president Roy White was asked to address the Halifax, Nova Scotia, convention of the International Newspaper Advertising Ex-

ecutives, and the six panelists were invited to today's meeting to speak for the newspapers.

In these earlier meetings, NATO has voiced displeasure over rates charged by publishers for movie advertising, and scored their movie advertising acceptance standards (E&P, June 30, July 21).

As a result of what he termed "all this sudden conversation between our industries," Baker said, "since we have been able to tell our story the New Orleans newspapers have redesigned the entertainment pages and removed panty hose ads which previously forced theater ads off the page, and our good friends at the *Cincinnati Post* and *Times Star* have taken the Chicken Delight ads off the amusement pages."

Working committees

He added that he is attempting to restructure the NATO advertising committee to provide a state or regional chairman in every area who will be the instrument through which meetings with newspapers all over the country can take place and who will spearhead other projects.

"It is our plan to reach out from these state or regional chairmen into every major city to develop working committees who in turn will organize subcommittees in every major city," he said.

"Additionally, we hope to organize regional workshops to help train our younger managers in areas of advertising, publicity and showmanship," he concluded.

The six advertising executives on the panel were introduced by Baker "not only as representatives of their respective newspapers, but as ambassadors of the newspaper industry."

Kauffman pointed out that motion picture exhibitors are now getting less than three percent of the recreational dollars spent in the United States.

"Frankly, we don't know what will bring more people back to your box offices," Kauffman said, "but we are committed to trying to help you find out."

Research cited

More than four out of ten adults who live in or near metropolitan areas did not go to the movies last year, and the 81 million daily readers of the newspaper amusement pages offer motion picture exhibitors an opportunity to win back the patronage of this non-movie going public, according to Kauffman.

He cited Bureau research which found, for example, that 52% of movie goers decide to go to the movies on the day they actually go, and that women are more likely than men to make a last minute decision.

The study also found that 46% of those surveyed check the industry ratings before going to the movies, but for those with school age children the figure rises to 57%.

Kauffman noted that newspapers are an efficient medium for reaching those market segments in which motion picture exhibitors are most interested. For example 80% of working women read a daily newspaper on the average weekday as compared to 77% of all women, and working women are 50% more likely than full time housewives to go to the movies or to attend a theatre.

Similarly, he said, a number of recent movies have aimed specifically at attracting black audiences. Among blacks with family incomes of \$5,000 a year or more, 75% read one or more daily newspapers on the average weekday.

Ambassadors speak

After the 15-minute slide, tape, and film presentation the "ambassadors" began picking their way through a series of questions submitted in advance.

Film ratings, predictably, brought on the heaviest set of questions and responses in the panel session.

Richard W. Carpenter, vicepresident for marketing of the *Philadelphia Bulletin*, said the Bulletin accepts all advertising "for any business that is legally able to operate—but we do feel we have a very strong responsibility to our readers."

"We feel we have an obligation to them, to see that they are not offended, so we try to make sure the advertisements in all departments are acceptable to our readers. For example, we recently had a borderline problem with an Alitalia Airlines ad."

Movie complaints

"However," Carpenter continued, "there used to be a number of letters complaining about the advertising. Now there is a growing number of letters to the newspaper complaining about the movies themselves."

Thomas K. Crowe, advertising director of the *Indianapolis Star* and *News*, suggested that the film industry has not done a sufficient job of "explaining just what the numbers game in the rating situation is, including the number of films rated 'X' and 'R,' and so forth, and why they are rated a such."

"I'm not even sure, I understand what 'PG' means," he said.

He said the Indianapolis papers accept advertising for any movies no matter what the rating, and that in recent years they have rejected the advertising for only two movies.

"But for us to follow the ratings strictly to the letter would be like letting the MPAA decide what would be acceptable in our columns," he said, so the papers will continue to decide in all cases which ads to accept.

W. W. Meyer, advertising manager of the *Kansas City Star*, said "We feel we are not the police, or the judge and jury—but of course we are very careful about the copy—that's our responsibility."

"Maybe there's a need for the industry to take another look at the rating system. Maybe the guidelines need overhauling, to reestablish the credibility of the ratings to the public."

Thomas R. Gormley, executive vicepres-

(Continued on page 35)

Bullets spray UPI reporters in Santiago

By Steven H. Yolen

(Steven Yolen, manager of UPI's bureau in Sao Paulo, Brazil, was in Santiago substituting for vacationing Arthur Golden, UPI manager for Chile, when the Chilean armed forces overthrew the Marxist government of President Allende. This is his first-person account of those terrifying hours.)

The United Press International office in Santiago is particularly well located for certain things. It is only two blocks from La Moneda, the Presidential palace. And across a pleasant little square is the Defense Ministry. On the morning of September 11 those of us caught in the office wished it were not so centrally located.

Luis Munoz, day editor, came in to work at 8 a.m. and heard the startling news that President Allende had gone to the palace around seven. That was highly unusual as he usually gets in around midday. Munoz alerted me at the Hotel Carrera and I came on the run without shaving or eating.

Roberto Mason, national news editor, was called and got in by nine. Others at the office were Hugo Lamberg, Telephoto operator, H. Villota, Teletype technician, Oton Gutierrez, national service reporter and Mario Vaca, messenger.

At 9:15 a.m. the radio broadcast a military demand that Allende resign. I pushed out a quick bulletin and about three adds when Allende grabbed a radio line and said he would not resign even if they bombarded the palace. I had tape on this bulletin punched and ready to transmit when all communications lines were cut.

At 9:50 a.m. a tank column rolled up in front of our office and four tanks took up positions in the pleasant little plaza. Several hundred troops armed to the teeth with the latest American-made automatic weapons took cover around the Defense Ministry.

At 9:55 a.m. all hell broke loose. The tanks opened up on La Moneda. Machine-guns and riflesmen opened up on us. They were worried about snipers in the surrounding buildings. The UPI office took about 100 incoming rounds in the first ten minutes of shooting. We were pressed flat to the floor on our stomachs as bullets ricocheted around the office or plopped off the walls after high velocity impacts. Luckily during this first stage, when we were relatively new to being the bullesee for young soldiers, we were getting shot at from ground level. As we are on the ninth (and top) floor the trajectory was not too dangerous as long as we stayed under window height.

The next six hours were horrible. The firing never ceased. We did not get shot at during this period but every now and again a round would come crashing through with a sound like a popping light bulb amplified a hundred times. Gutierrez missed being hit in the face by about six inches when he peered out a window to see the spectacular aerial bombardment of

La Moneda. That bombardment was for me the most fearful part of the ordeal as I was worried a poorly placed bomb would come crashing through the roof at any minute.

At 5 p.m. the main fighting was over. La Moneda was in flames and Allende dead. The military allowed the populace an hour to get away from the center.

Lamberg, Munoz and Villota were sent home. Mason, Gutierrez, Vaca and I stayed to be joined by Horacio Villalobos, an Argentine photo stringer. Villalobos had been on the streets for much of the six-hour battle; his photo of Allende's last public appearance on the balcony of the Presidential palace, taken at 9 a.m. shortly before the troops surrounded the palace, was front-paged throughout the world.

When night fell the firing began again—heavy. We dared not stand up. Troops were worried about snipers still. A squad of soldiers burst in and searched the office, looking for weapons.

Mason and Gutierrez deserve a medal for bravery above and beyond the call of duty. During the very worst of the battle, they stayed glued to telephones—and the floor—keeping open a link with Mendoza, Argentina, the only communications line to the outside world. They kept a running account going to New York via Mendoza and Buenos Aires.

At Mendoza, UPI stringer Victor Doblado handled the early news and picture relays and was later joined by UPI staffers Jorge Brinsek, Robert Sullivan and South American newspapers editor John Mantle from Buenos Aires.

Wednesday, we were trapped all day in the office. Fighting and mopping up operations continued all day. We received some particularly dangerous rounds from soldiers on the roof of the Defense Ministry. Another squad of troops burst in on us, almost firing as they entered, and again searched us and the office for weapons.

We slept Tuesday and Wednesday night on the floor of the office, freezing because all of the windows were shot out and of course there was no heat.

The curfew was finally lifted Thursday (September 13) at mid-day. Villalobos and I had a bowl of soup at his hotel. All we had eaten since Tuesday noon had been part of a hardboiled egg and a chicken sandwich. Mason and Gutierrez went home for well-deserved rest and Munoz came in to handle the desk with two local service reporters to help out. Vaca, who had run up and down stairs bringing us water to boil for coffee (luckily we had some instant coffee), was sent home to rest. Villalobos and I spent a third night on the floor of the darkroom, where the wind did not penetrate.

Finally, Friday morning (September 14) at 11 o'clock I made it back to my hotel to shave, shower and eat my first meal in five days. My legs were shaking from having crawled or stooped for so long. My knees were sore. But I was alive.

The UPI office took a total of between 200-300 bullets. Two went through the radio photo receiver. One knocked the clock off the wall. One wall looked like the face of the moon for the craters. Bullet fragments were everywhere. I picked up a few as souvenirs.

Chilean junta lifts restrictions on press

A press spokesman for the Chilean junta said Tuesday (September 18) that it had lifted all restrictions on foreign newsmen, imposed when the armed forces overthrew the three-year-old Government of President Salvador Allende Gossens.

The announcement came from the junta's press chief, Federico Willoughby.

Prior to the lifting of press restrictions, the junta had required censorship of dispatches sent by Telex. Newsmen had been barred from leaving or entering the country.

"Foreign newsmen now have the liberty to send their information in the manner they desire and to enter or leave the country," Willoughby said.

He said that an airliner chartered by 93 newsmen was being permitted to land near Santiago on September 20.

Non-union printers are hired at Hammond

Working with computerized phototype-setting equipment, 28 women are producing composition for the *Hammond* (Ind.) *Times*, where 114 printer's union members walked off their jobs in late August.

William Chapman, editor of the *Times*, said the newspaper advertised for composing room help when the walkout occurred and got quick response. Supervisory employees had been producing the paper prior to the appearance of the female help.

Chapman said the *Times* is now getting on the street five minutes later than a prescribed deadline. Many issues had been late before the strike had been called by Chicago local 16 of the Typographers Union, according to Chapman.

He also reported that four members of the Newspaper Guild returned to work after walking the picket lines on orders of the printer's union. This leaves 13 guildsmen out of the plant and about 26 guildsmen at work. The latter refused to join the striking printers.

July ad revenues were up 12.4%

July ad revenues for dailies increased 12.4% over last year, and for the first seven months of the year are running at an annual rate of \$7.4 billion.

The July figures were helped by an 11.5% rise in national revenues, according to measurements made in 64 cities by Media Records. The national rate was helped in turn by a 22.8% increase in automotive advertising.

Retail increased 9.6%, putting it at slightly better than \$4.1 billion for the year if the trend holds. The most consistent revenue leader in the past months, classified revenues gained 17.5% for the month.

The overall seven-month total of a 10% increase would put revenues in line with the Newspaper Advertising Bureau prediction of a total \$7.4 billion annual rate.

Chile papers lend assistance to AP bureau

By Bob Ohman

(Bob Ohman left Buenos Aires in August grumbling that he was leaving a good story. He was Buenos Aires editor and, heading for Chile as Bureau chief. He was sorry to leave Peron copy. He needn't have worried. Almost from the beginning, Ohman was up to his ears in news.)

On Tuesday he woke up to Chile's revolution of the decade.)

A tipoff to the coup against Marxist President Salvador Allende came when the National Police band failed to appear in Constitution Plaza for the changing of the guard and instead hundreds of policemen circled the presidential palace with armored cars at the entrance and corners.

I left the Carrera Hotel on the run for the office as army troops began arriving and police shooed thousands of curious spectators from the broad square. AP newsman Sergio Carrasco filed a quick bulletin that a coup was in motion, with Allende besieged in the palace, and AP news editor Luis Martinez charged back from the newspaper, *El Mercurio*, where he had been collecting pictures. Shortly after two jets rocketed the palace, communications went dead—the AP satellite circuit, Telex and long distance telephone lines all cut by Army units that quickly seized the government building.

Frantic efforts to patch up some connection to the outside scored when one line was found that led to Mendoza, Argentina, but no farther. Martinez called *El Diario De Mendoza* and with the cooperation of their news staff telephoned brief updates on the rolling story that were relayed to the Buenos Aires bureau for world service.

By 2 p.m. white flags of surrender flew from the palace but Allende's fate remained a mystery for hours. There were plenty of rumors: he was killed in the final assault; he had committed suicide; he was killed by his Cuban bodyguards; he was seen, wounded, escorted to a helicopter by two army officers. Two others said Allende's wife was killed in the bombing of the presidential residence—AP didn't and it was untrue.

Amidst bullets and tank shells merchants quickly rang down their shutters and headed for the security of their homes.

In midafternoon the new military junta decreed an indefinite curfew beginning at 6 p.m.

As the deadline approached, with the city center smoking and crackling from gunfire, Martinez and Carrasco left for a dangerous four-block walk to the Crillon Hotel, planning to return in the morning and relieve the night crew.

New York also marshaled the cavalry with newsmen Diego Gonzalez in Lima, Bill Long in Sao Paulo, and Bill Nicholson in Boston, and photographers Jim Bourdier in Miami and Jorge Vilareno in Buenos Aires all packing to reinforce. Unfortunately, the hostilities blocked the passes and Nicholson and Long were not to arrive until eight days after the first shots were fired.

Ohman, newsman Antonio Salgado and office assistants Santiago Caceres and Angel Gonzalez settled in for a cold, night's stay—no heat in the building because of no oil because of the truckers' strike.

No one had eaten during the hectic day, and the four shared one avocado and two boiled eggs that Caceres had brought for a midday snack. A small hot plate served to boil coffee or tea.

Martinez, threading his sources together from the Crillon, got confirmation from the chief photographer of *El Mercurio* that Allende has shot himself as troops closed in—it was no longer a rumor, the photographer was there. This was quickly backed by Salgado who called a police friend and determined that Allende had used a carbine given to him by Fidel Castro.

What was expected to be a cold, hungry, overnight stay with newspapers for mattresses, turned into a 42-hour ordeal, with the curfew enforced absolutely from 6 p.m. Tuesday until noon Thursday.

Gonzalez succeeded Wednesday in wheedling from neighbors in the building a plate of spaghetti for lunch, divided among the four, and some boiled rice and beans that night.

Martinez and Carrasco were shut in the hotel, and when Martinez tried to sneak to the office late Wednesday he was stopped midway by a patrol and ordered into a snack bar, where there was food, for the night.

At the time Martinez was trying to return a group of soldiers fired indiscriminate volleys at suspected snipers and two rounds hit the AP office, sending Salgado, Gonzalez, Caceres and Ohman to the floor.

When the curfew was lifted for six hours Thursday, Martinez Carrasco and office assistant Mauricio Diocares relieved the haggard night crew that had been on shift nearly 50 hours. I went foraging for food and found open only a few fruit stands and one delicatessen—with a long line of customers. A half dozen apples, some avocados, a roll of Indian salami and mustard were breakfast, lunch and dinner for the next 12 hours.

The third shot to hit the AP office came at head level behind me as I was typing, but the bullet failed to penetrate the second piece of steel in the window frame.

Friday, Saturday, Sunday shifts ran from 14 to 24 hours, depending on the need and the curfew. Shops remained closed and the menu consisted of fruit and tea or coffee.

With no overnighter to write, I returned to my hotel room Saturday for the first rest in a bed since Monday night.

I discovered there was value in being an early riser. During the fight for the palace a 30-caliber tank bullet had ricocheted and went dead center through the bed where I had been sleeping. It was one of 10 shots to hit my room.

Gannett invests \$10 million in paper machines

Gannett Co., Inc. will invest in a major expansion project of Kruger Pulp and Paper Ltd. of Montreal which will give the newspaper company a new long-term source of newsprint supply.

Under the agreement, Gannett will invest \$10 million toward the purchase by Kruger of six newsprint machines. The company will receive an average of 75,000 tons annually of additional newsprint for the next five years, with options to continue or escalate the tonnage for five additional years.

Gannett, which publishes 53 daily newspapers in 16 states, will have a 1973 newsprint consumption of about 232,000 tons.

This agreement assures an adequate supply of newsprint in our 1974 and beyond for our newspapers and for possible additional acquisitions, Paul Miller, chairman of the board, and Allen H. Neuharth, president and chief executive of Gannett said.

Gannett also has a part interest in Charlevoix Paper Co. Ltd. of Murray Bay, Canada. The company's supply from that interest will total about 43,000 tons this year. Gannett also has continuing contracts for newsprint with 15 other manufacturers.

Kruger's source of immediate additional newsprint supply is being made possible through purchase from Domtar Ltd. at Three Rivers of six newsprint machines with capacity of 300,000 tons annually. Four of the six machines have been mothballed since 1971. One machine has already resumed operations and the others will be in production in October and November.

Kruger has purchased a papirformer to be installed at Three Rivers in the fall of 1974, which will increase the production of that mill to 430,000 tons. Kruger's move to almost quadruple production from present capacity is the first by a Canadian manufacturer to increase the available supply since the current shortage developed.

Garden State Paper Co., a U.S. manufacturer of recycled newsprint, has announced expansion plans to add 80,000 tons to its annual capacity by late 1974. Gannett has an agreement to purchase a substantial portion of that additional tonnage.

Media buyer named

Paul L. John will be executive vice-president and director of media for Campbell-Ewald Company it was announced by Thomas B. Adams, chairman of the board. John, who has been senior vice-president and assistant account director of the Chevrolet account since January of this year, will be responsible for directing the agency's total media operation.

Emery: 'I feel lopsided when I do just the picture or just the copy'



MALTS ARE BAD FOR DOG'S TEETH said the owner of Tammy in a hot weather interview with Dick Emery, but yielded under pressure. The reporter/photographer found his model at a San Pedro pet shop.

By Lenora Williamson

A good combo man is hard to find.

Out in California, the *Long Beach Independent, Press-Telegram* has one in Richard ("Dick") W. Emery, who is on the Los Angeles harbor area beat.

Dick works out of a press office at the area police station, the room being described as 6½ by 7½ windowless, and equipped with an electric typewriter he hates. This state of indignation is aroused because on copy for the papers, Dick Emery has to write letter-clean and that's not easy for a two-finger typist.

Otherwise, Emery seems a cheerful newspaperman, who, in response to an E&P telephone call asking for prints on a delectable picture story of two-year-old Donald Ault's first hair cut, says he does feature stories and illustrates them. And sometimes he writes poems such as his Valentine's Day lament commissioned by the Sunday magazine last year and run as the cover—for which, Dick says, the news editor "out of pique" nominated him to be the staff's poet illiterate.

Dick's description of the press office at the Harbor Division station house somehow turns the conversation to his recollection of a certain dull day when someone said things were going at a snail's pace. Dick collected a few snails from the garden area outside, put them on a yellow slicker and timed their progress. Then he took one outside for a picture by his own

size 12 shoe ("Couldn't get a cop's foot wet.") on the wet sidewalk. The city engineer's slide-rule of how fast a snail's pace is, at a timed one inch per 20 seconds on Emery's yellow slicker: .00284 mph.

The captain, recalls Dick, thought the station was being ridiculed and had all the snails cleared out.

"The combo approach to such wheezers (referring to the snail story) seems so handy to me, I fell sorta lopsided when I do just the picture or just the copy," explains the reporter-photographer. "But on a spot news story, I know from years of trying, a combo can't cover both photos and facts as thoroughly as can a team.

"Being neither fish nor fowl, a combo has to put up with estrangement forever among reporters, to whom he is a lousy fotog; and among the fotogs, to whom he is a lousy reporter."

Dick's wife, Elise, his "long-time dark-room technician of the old days (and nights)," is arts editor of the IP-T.

Like father; like son. Emery's son Dave started as a combo, got to be picture editor of the *Independent and Press-Telegram* and then went off to Oregon and for some years has edited the Sunday magazine of the *Eugene Register-Guard*.

"It was easy getting started," says Dave. "Being Dick Emery's son, you were greeted everywhere with a smile."

Basically, in his newspapering, Emery has been a police reporter. But from cub reporter years in the 1930s he worked with staff photographers. During the lean Depression years, he started on trade journal pot boilers but got fed up paying a photographer half the money when the idea and most of the work was his. So he tried first with a 35 mm ("primitive stuff then, but cheaper than 4 by 5) and launched into Speed Graphic: "the whole works, darkroom and shooting pictures for court and illustrating my own who-can't-do-anything articles—all this after a 5-year interlude of press-agenting."

Then came 16 years as Long Beach-area combo for the old *Los Angeles Examiner* until it died in 1962. "The Hearst people liked me for my odd, pensive interest in all kinds of critters," Dick explains.

He's been with the Long Beach papers since as a rewrite, police reporter, in features, and the last few years on the harbor area beat. He notes that neither the Newspaper Guild of which he was Long Beach unit chairman a few years ago, nor IP-T management, recognizes the combo as craft distinct ("as it truly is") from straight reporting and straight photography.

Actually, Dick Emery started out selling papers in Long Beach in 1919. Exercising editorial resourcefulness even then, when he couldn't sell with the banner, he would pick out some other story, often below the fold, and catch customers that way.

A SAN PEDRO HILLSIDE, turned into a raceway for improvised sleds made of cardboard cartons in the season when weeds are dry and stickers leap into every cuff and sock, yields a story and picture series for the combo newsman.





SHEAR PANDEMONIUM—The day Donald Ault, 2, got his first hair cut as recorded in film and words by Dick Emery of the Long Beach Independent, Press Telegram. Never once did the barber and ex-Coast Guardsman Mike Gospich lose his cool and never once did Donald give up the good fight, explains Emery.



That early beginning may help explain the charm of picture feature entitled "Why the paper boy quit"—a half page of one-line captioned pictures of Louie, "a news hound" Dick had watched for his particular technique of chewing up the newspaper after a carrier delivered it. He went back next day with camera. The sequence shots were offered as a clue to the time-worn cry: "The paperboy did it!"

Pressed for a few more stories than those that had fallen into E & P hands, Dick obliged by sending along some clips "well-aged by smog blowing across the pressroom bulletin board." The negs, he adds, "I am supposed to return to the IP-T files."

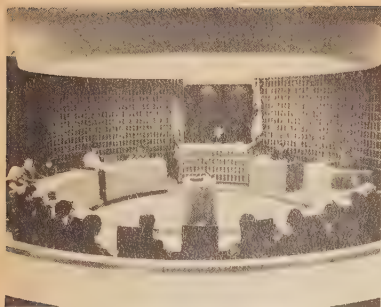
Emery's caption information for the negative envelopes is fun reading such as: "This elderly jay, long a resident of Long Beach's fashionable West Side, avoids chill by perching under heat-lamp . . . Kids call him Rags because of his raggedy feathers . . . When days are sunny & warm, Rags perches instead in high branches of maple tree (if such pix gets into print)."

Not all are brighteners though. Midsummer Dick turned to an industrial backwash area of East Wilmington along the west boundary of Long Beach.

And forsaking camera, among other pieces this year, Dick wrote a whimsical, engrossing yarn for the newspapers' magazine, *Southland Sunday*, about the duck who was programmed from egghood to walk backwards.

It was the early Summer story and pictures on the two-year-old's first haircut (shown here) that started Dick Emery's New York-based fan club and such is the writer/photographer's recall and empathy that he can recreate Donald's battle vividly over the telephone.





AN OVERVIEW of the "courtroom-in-the-round" reveals no hidden cameras or microphones. Fourteen television monitors on circular desks are accessible to all participants. Seven hidden cameras are positioned throughout the room.



THE VIEW from Camera #4 gives an overall look at the jury, the evidence pedestal (foreground), and witness (left). The press room is located at the rear behind the rectangle shaped windows. Jurors' desks are designed to encourage note-taking.

Courtroom of the future previews to mixed notices

The "courtroom of the future" at the University of the Pacific's McGeorge Law School, Sacramento, Calif., was recently unveiled at a press preview.

The courtroom-in-the-round, described as the "first of its kind in the nation" (E&P, March 17), is the heart of the school's Center for Legal Advocacy, and cost over \$460,000.

The law school convened classes September 4, and is using the facility to train trial attorneys, as well as to test its innovative new design and telecommunications and security equipment.

Retired U.S. Supreme Court Justice Tom Clark, one of the biggest supporters of the new facility, will preside at a mock-trial demonstration at the center's dedication October 6.

Among the features of the new courtroom are an exclusive observation booth for newsmen equipped with a television monitor, PA outlets, and telephones. One-way glass and sound-proof walls make it possible for print journalists to type or phone in stories without distracting court proceedings.

Other features of the 7,000 square foot complex include:

- A circular arena designed to visually join judge, jury, and all trial participants in close proximity to facilitate maximum clarity; Jurors will sit in high-backed chairs with their backs to the audience.

- Fourteen television monitors strategically located around the arena for viewing closeups of evidence and other visual presentations photographed by concealed cameras controlled by a court technician. The cameras are concealed to eliminate distraction;

- Video taping and 8-track audio recording equipment operated by the same court technician (a trained communications specialists. One concealed camera focuses on a newly-designed digital clock and permanently fixes the hour and minute impression of all video taped records as the action occurs during the trial; instant replay of any portion of the trial can be presented by order of the court, and will be available to deliberating juries.

monitors. A retractable motion picture screen can be lowered from the ceiling by remote control for use with a concealed projector when filmed evidence is presented.

- A defendant's isolation room adjoining the courtroom to avoid delay caused by unruly defendants. The room is hooked up to all audio-visual communications with the courtroom.

- A security system designed for unobtrusiveness to lock out automatically anyone trying to enter the room with a concealed weapon.

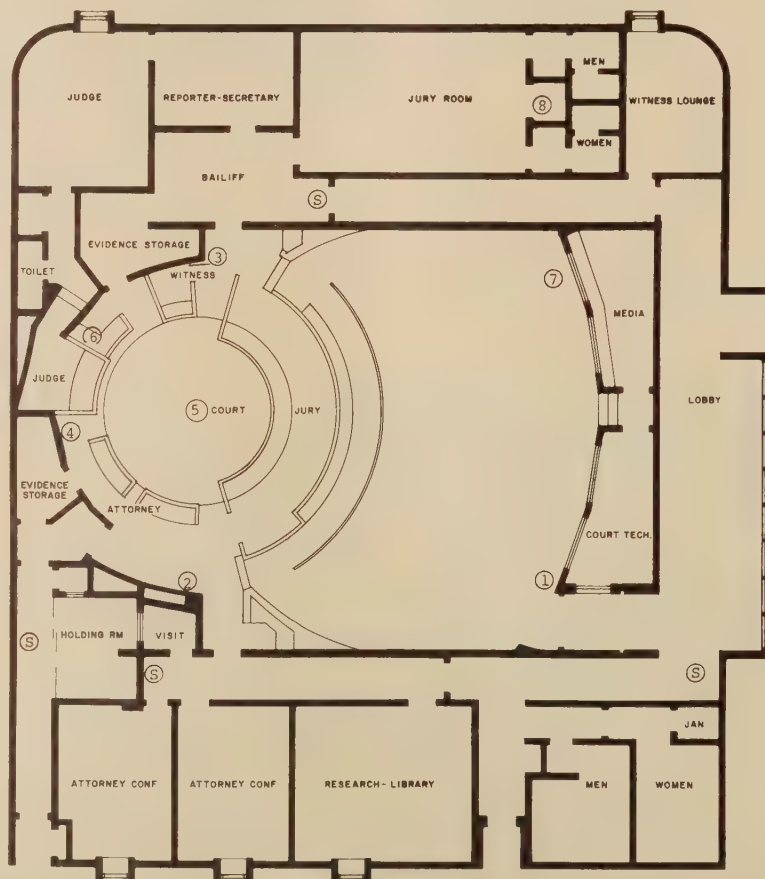
The seven cameras cover overall views of the court arena; views of the witness, jury foreman, and blackboard; of the bailiff and attorneys; an overall view of the jury; evidence on the pedestal from overhead; and the judges bench and his instructions or other printed matter.

The video transcripts, in addition to use by juries and the court, will be available to newsmen in the booth.

Past president of the American Bar Association Leon Jaworski, and American Institute of Architects past president Max Orbach, stated in a news bulletin on courtroom design: "Courtrooms are still being built according to precedents which have long become obsolete." Dean Gordon Schaber of the law school complained that

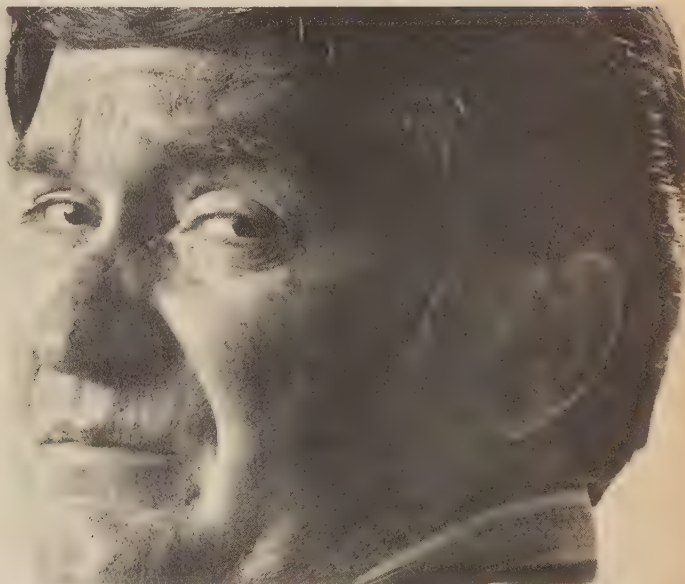
(Continued on page 36)

- Other features are an evidence display pedestal in the center of the courtroom. Concealed cameras focus on this, and two wall display units, provide instant closeups of all exhibits on the 14 tv



A schematic drawing of the courthouse and surrounding facilities. Hidden courtroom cameras are numbered 1-7 (eighth camera is in jury room for use in mock trials). Security cameras are labeled S.

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Finalists in APME contest are named

Ten newspapers have been selected as finalists in the third annual Public Service Award of the Associated Press Managing Editors Association.

The finalists were selected from 130 nominations of newspapers.

The winner of the award will be announced and the plaque presented during the APME convention November 16-20 at Orlando, Fla. The award is made annually for outstanding service by a newspaper to its community, state, or to the nation.

The finalists, in no order of priority, are:

Milwaukee Sentinel—for an investigation of the Milwaukee County Welfare Dept. showing mismanagement and waste of taxpayers money.

Chicago Today—for a continuing investigation of persons and businesses profiting from public funds at the direction of public officials.

Miami Herald—for a series called "the Greening of the Legislature," assessing the impact of political campaign giving on the Florida legislature.

New York Daily News—for an expose of widespread abuses in the New York Medicaid Program.

Pottstown (Pa.) Mercury—for a special edition disclosing deplorable conditions and leading to improvements in a state school for the retarded.

Boston Globe—for an investigation and subsequent series on "Betting in Boston . . . An Open Book."



JUDGES—Judging the 130 exhibits entered into the APME Public Service Award are five past presidents of APME. From left: George Beebe, Miami Herald; Charles Rowe, Fredericksburg Free-Lance Star; Wendell Phillippi, Indianapolis News; Gilbert P. Smith, Utica Observer Dispatch and Press; and Don Carter, Macon Telegraph and News.

Chicago Sun-Times—for an investigative report that prevented the waste of \$6 million in City-administered funds on a politically connected airport parking contract.

Providence Journal Bulletin—for a campaign leading to a voluntary citizen cleanup of junk and debris along the Blackstone River in Rhode Island.

New Mexican, Santa Fe, N.M.—for an investigation of backroom maneuvers and trade-off attempts in the state's horseracing industry. The effort led to the passage of a new law providing better control of

New Mexico's race tracks.

St. Louis Globe-Democrat—for a number of articles revealing illegal bailbond practices in St. Louis and promoting constructive changes.

Return policy is suggested for papers

A letter-to-the-editor of the *Daily Home News*, New Brunswick, N.J., has come up with a novel idea for alleviating the newsprint shortages institute return policies.

An increase of 7½ cents per daily and 10 cents per Sunday paper, would be necessary. The customer would receive 20 cents a week refund for six days (25 for 7), when an approximate weight of week's newsprint is returned to the newspaper carrier. The carrier in turn would also earn 20 cents or 25 cents per customer for collecting the papers. The delivery truck driver would get the remaining five cents per copy.

The newspaper could return its week's supply to the mills when picking up, and the system would be self-perpetuating. Of course, the end result is a price increase of 4.2 cents per paper (after refund on deposit); but the writer, Walter Schmidt of Princeton, believes the advantage of a constant newsprint supply outweighs this factor.

Half-baked newsprint means a lost edition

The *Hamilton (Ont.) Spectator* missed one final edition last week because of press difficulties caused by dried up newsprint.

Production manager Jack White said the newsprint had been in railway boxcars up to three weeks due to the recent strike and had dried up in the heat. He said the press runs had to be geared to the dry newsprint, forcing the home-delivered city edition to run late.

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Licensed admen required in Wisconsin ad bill

A bill to require licensing of advertising personnel and one to require substantiation of advertising claims have been introduced into the Wisconsin legislature. And while neither bill appears to be an immediate threat, Wisconsin ad clubs have been organizing to deal with the proposed legislation.

The licensing bill, S-676 would create a state Advertising Practitioners Board. The Board would have to see that:

All advertising agency account executives, art directors, copywriters and media buyers would have to be licensed.

Candidates for licenses—which would cost from \$50 to \$150—would have to be 21 years old, “of good moral character,” hold a bachelors degree in marketing or have had at least 10 years “equivalent” experience. In addition, a candidate must have three years of “diversified, appropriate experience in advertising work under conditions satisfactory to the examining board.” Finally, the candidate would have to pass a special examination.

Media could not sell time or space to anyone not licensed, unless the buyer spends less than \$1,000 per year on advertising.

Out-of-state agencies would have to be licensed in Wisconsin to buy time or space from state media.

Retailers, wholesalers or others with their own media departments who place more than \$1,000 worth of advertising annually would be required to license their buyers, art directors and copywriters.

No hearings have yet been scheduled on this bill.

The other bill is S-706, which would require substantiation of advertising claims.

The bill provides that an advertiser

must provide, upon request by the Agriculture Department “or any other person,” substantiation of any advertising claim. The measure defines substantiation as “evidence gathered by a methodologically valid means according to standard scientific procedures, which tends to confirm with a high degree of probability any assertion made...”

The measure also calls for the Department of Agriculture annually to publish and distribute the name and a summary of the case of anyone found to be in violation of the law. The distribution of this information would be to all daily and weekly newspapers and all radio and tv stations in the state.

S-706 makes no provision for protection of trade secrets or advertising beamed into Wisconsin from out of state.

Vatican news faked in 1940's, says scholar

A Jesuit historian said that an Italian writer for a Vatican newspaper had sold fabricated news stories to the American press for 10 years.

The Rev. Robert Graham named the late Virgilio Scattolini, one-time staffer of *L'Osservatore Romano*, the Vatican newspaper, as the faker. The cleric said that between 1939 and 1948, the reporter had sold phony items to the Rome bureau of United Press (later United Press International) which found their way into many American newspapers. In addition, he said, the reports were sold to diplomatic missions and secret services, and apparently came to the attention of both Hitler and the Soviet Union.

Among the reports cited by Father Graham was a 1944 story distributed by United Press asserting that an aide to Pope Pius II, the Very Rev. Giovanni Battista (now Pope Paul VI), had met secretly with the Italian Communist Party leader.

The writer was sentenced by a Rome court in 1948 to seven months in prison for an “attempt to upset relations between Italy and the Holy See,” and fabricating Vatican documents.

Daily is planned in Western N. Carolina

Plans for a new daily newspaper for southwestern North Carolina were announced this week by The Daily Mountaineer, Inc., a newly-formed North Carolina corporation which plans to publish the new 5-day daily.

Plans call for the headquarters of the new newspaper to be in Haywood County, in or near Waynesville, to serve Haywood County and the other southwestern North Carolina counties west of Haywood.

Plans call for the new publication to have an initial daily circulation goal in excess of 15,000.

The new daily newspaper is not to be confused with *The Mountaineer*, a non-daily newspaper, published by The Waynesville Mountaineer, Inc.

The new company is headed by N. J. Babb of Linville and Spartanburg, S.C. and Jack T. Owens of Murphy. Babb is president of Community Newspapers, Inc., which publishes *The News-Record*, a weekly at Marshall and is affiliated with several other publications in WNC including *Mountain Living* magazine. Owens is editor and publisher of *The Cherokee Scout* at Murphy.

The newly-formed company is considering offering stock at a later date to local prospective advertisers, subscribers and readers.

The exact location, staff, initial publication date are scheduled to be announced as they develop.

“We will welcome any and all support from interested parties or persons interested in employment with the proposed new daily newspaper,” Babb said.

Still no UN action on Taiwan newsmen

Eight months after United Nations Ambassador John Scali expressed concern about the reporters from the Central News Agency of China losing UN press credentials, the U.S. mission has made no effort yet to remedy the situation.

“We’ve heard nothing from the UN,” said T. C. Tang, indicating that he didn’t expect to hear anything. Tang, along with C. C. Lin, have been New York correspondents for the news agency for almost 23 years. In December, 1971, the two had their press credentials withdrawn and were forced to vacate their UN office, in response to demands from the recently-admitted People’s Republic of China (E&P February 10, 1973).

Ambassador Scali had said prior to his confirmation in February that he was “unhappy” with the situation and would “look into the matter” further when he took office. Scali’s remarks came in a letter to Senate Majority Whip Robert C. Byrd (D-W. Va.) who had urged Scali to “renew efforts on behalf” of the journalists.

Mission staffers said they were not aware of any such efforts.

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European market helps Photon in recovery efforts

By James F. Donohue

Photon, Inc. began its career making phototypesetting equipment a decade ago with a missionary spirit, then lost it in a series of financial ups and downs that drove it into a serious financial condition early this year.

A visitor to its headquarters in rural Wilmington, Mass., some 15 miles northwest of Boston, senses the missionary spirit is back. But now the object of this zeal is not the newspaper, printing and graphic arts industry. The object is Photon itself. The company is vigorously fighting its way back to a more acceptable position.

From all appearances, Photon is winning the fight, and its newly-appointed president and chief executive officer, Clifton Sink, attributes the company's visibly improved morale to that fact.

"We'll make it"

"I don't want to sell anyone short on the challenges ahead of us," Sink said in an interview. "There is a long road ahead of us. But there is just too much here for it to go under. We'll make it."

Sink said: "There already is an air of excitement at Photon—in our improved domestic operations and in our impressive international operations."

Photon's track record overseas, especially in Europe, has been impressive in the past 12 months, especially in light of its domestic difficulties. Sales in Europe were up 60 percent in the past year.

Sink attributes this success to the fact that Photon's international subsidiary has been able to keep itself separate from many of the managerial difficulties of the parent company.

Also, he said, the European newspaper and printing market has just begun to recognize the value of offset printing and photocomposition. The European market is like the burgeoning American market of 1967-68, he said.

Photon once was the leader in the photocomposition market, estimated at \$112 million worldwide last year. But that was in the mid to late 1960s when it stood virtually alone in the field.

In recent years, the company has begun reporting losses.

Its cash reserve became so low last year and early this year that it began experiencing difficulty in paying suppliers and was unable to stock spare parts to service some 2,000 pieces of Photon equipment in the field.

The company has installations in about 750 newspapers in the United States.

These difficulties in getting parts also caused manufacturing delays in meeting orders for new equipment. The result was unhappy customers, cancelled new equipment orders and plummeting sales figures.

Then, on March 28, the Securities and Exchange Commission suspended Photon stock, traded over-the-counter.

It was true that the suspension came at the request of Photon itself. Still, such an action could well have meant the end of a company in Photon's already rocky shape.

News reports said the SEC attributed the suspension "to a lack of public information concerning operating results and to questions about the accuracy of Photon's filings with the commission."

Photon, in its releases, said a new accounting firm, Arthur Young & Co., had been hired just before the suspension to analyze the company's accounting system and practices.

The company said "adjustments in inventories and accounting procedures are required . . . for 1972 and for certain prior years."

"Some downward adjustments in the areas being audited" were expected, the company said.

There was no official word from Photon at the time as to the extent of the downward adjustments, but Sink said in the recent interview they "would be in the millions of dollars" in the 1971 figures reported for inventories (\$18.9 million) and accounts receivable (\$14.7 million).

These 1971 figures are inaccurate, he said, "representing and overall breakdown in the accounting systems of the company."

No sign of fraud

"No indication of fraud has emerged," he said, "but we may have to get to that historical problem sometime. I'll look backwards, but I believe we have to get going forward first."

Sink, 47, a marketing veteran of IBM and of General Electric where he was national sales manager for the computer operations, was brought into Photon in March to handle a broad overhaul of the company.

Photon's financial difficulties coupled with increasing competition had reduced its 33 per cent share of the phototypesetting market to about 15 per cent. And losses were beginning to pile up.

The last financial report for the company, for the nine-month period ended last September 30, listed an operating loss of \$857,232 on sales of \$14.6 million.

Sink, who most recently had been president of the Digitronics division of North American Philips Corp. in New York, was named president of Photon in May, replacing Robert Campbell.

Since May, Photon has been able to secure a \$2 million short-term loan from Prudential Insurance Co. of America, at 8 per cent, to provide working capital.

The loan is secured by accounts receivable and by inventories. Photon also gave Prudential a 10-year warrant to purchase 250,000 shares of common stock. The company has approximately 5 million shares of common stock outstanding.

This loan, Sink said, has eased the company's financial squeeze and has allowed it to stock parts both for field service and for manufacturing. "We have made peace with our suppliers," he said.

An order backlog is being built to en-

New office for Photon

Photon Inc., a manufacturer of phototypesetting equipment, has consolidated its mid-Atlantic and northeastern regions and opened an expanded Eastern regional office at 1185 Avenue of Americas, New York City, N.Y. 10036.

In charge of the central headquarters office are John M. Atherlay, regional vice president; Charles F. Noonan, regional sales manager; and Alan S. Crosby, regional service manager.

The Philadelphia office has been dropped.

able Photon to establish a manufacturing schedule to provide a 60-90 day delivery time table for new equipment.

Sink also has initiated a revamping of Photon's total financial control system and procedures and has accomplished a complete reorganization of the company's marketing operation, including the hiring of a new marketing vice president, C. K. Quimby, and a new national sales manager, Earl T. Bradley Jr.

Sales are up

Sales are up. Sink said July and August were the best July and August in the company's history.

In general, Sink believes the company "has made substantial progress on the journey out of the woods."

Morale is up and the new and old management is beginning to function together," he said. "New products are being developed. There is a new sensitivity and awareness."

This summer, Photon was able to win a union election among its production employees. Sink said the decision by the workers to reject union representation "was a vote of confidence in the new management—even though the vote was close."

As an indication of Photon's long-term prognosis to life, Sink notes that he currently is working on a five-year plan, "the most detailed plan in the company's history."

Sunday comics aired by editors on tv

The *South Bend Tribune* recently "delivered" their Sunday color comic section to their readers via television for two consecutive weeks. This move was prompted by the temporary discontinuance of their Sunday comics along with other features of their paper due to the newsprint shortage.

Half-hour programs were purchased from WSBT-TV (CBS-South Bend) for the Sunday morning telecasts.

While the comics were being shown on the screen in full color, Tribune City editor Lewis R. Haber and Tribune Michigan editor and outdoor editor Ray Gard read the funnies.

Reader reaction toward the programs was very favorable. They seemed to appreciate the Tribune's extra effort to get their comics "delivered."

The programs were produced by Emery L. Hirschler, Tribune public relations and research director.

BEST SPORTSWRITER AWARD

Petaluma, Calif., goes bananas over wrist wrestlers, Steamboat Springs, Colo., over skiers, but you'd never guess what Salisbury, N.C., is wild about.

Sportswriters, that's what!

For 13 years, it's been putting on a weeklong celebration for the leading sportswriters in each state, as well as the top sportscasters.

Further, Salisbury gives the Granny Awards for the outstanding sportswriter and sportscaster in America.

The National Sportscasters and Sportswriters Foundation, Inc., received its charter from North Carolina April 18, 1962.

Salisbury never can be accused of bias, for the 7,400 sportswriters and sportscasters do the voting themselves.

Idea is born

Actually, the celebration had its genesis in 1953, when Peter DiMizio, an avid Salisbury sportsman and restaurateur, started a series of banquets to honor sportscasters and sportswriters in North Carolina. Peter called them "the forgotten men of sports."

DiMizio in 1957 envisioned the idea of expanding his awards nationally but he died of cancer in 1958 before he could put it into reality.

But his widow refused to let the idea die. She sought the help of the leading citizens of Salisbury in putting the awards idea on a national basis.

After much study and fund-raising, the first National Awards program was held in April, 1960.

To entertain the writers and announcers for several days, there is a program of golf, boating, fishing, barbecues and cocktail parties. The parties are held in the larger homes, and then there is a reception by the Governor of North Carolina.

The Hall of Fame and National Library of Sports was created in 1961 at the suggestion of winners. Salisbury now hopes to construct a \$1.5 million facility for them, which also would serve as a sports arena.

Enshrined writers

Four writers to date have been enshrined in the Foundation's Hall of Fame: Grantland Rice (1962) after whom the Granny Awards were named; Damon Runyon (1964), J. G. Taylor Spink (1969) and John Kiernan (1971).

The bright stars of sportswriting today seem to be Jim Murray, Dick Young, Wells Twombly and Si Burick.

Murray wins the national (Granny)

award every year because he's in more papers—but he also may be the best of all.

Dick Young, a brilliant reporter for *New York News*, annually dominates the tough competition in New York.

Twombly has the unique distinction of almost winning from three states. When the itinerant columnist was at Houston, he was the choice of Texas. He spent a year on the *Detroit Free-Press* only to come in a close second in Michigan. Then, moving to the *San Francisco Examiner*, he was chosen by his peers as the best in California.

Top writers

Si Burick of the *Dayton Daily News* is unusual in that he annually beats out such strong competition as Pat Harmon in Cincinnati and several Cleveland writers.

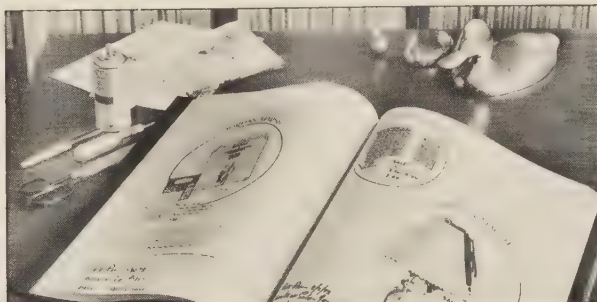
In the sparsely settled western states, the same winners usually appear each year . . . Bob Hammond of the *Laramie* (Wyo.) *Boomerang*, Mayo Ashley of the *Great Falls* (Mont.) *Tribune* and Ray Giffin of the *Boise* (Idaho) *Statesman*.

The newest star in the sports horizon comes from a hotbed of skilled writers in Boston: Ray Fitzgerald of the *Boston Globe*.

Joe Gilmartin of the *Phoenix Gazette* was named in 1973 by the other winners as the best performer ever while in Salisbury.

The Foundation itself could do well to employ a writer or historian. Requests for a complete list of all-time winners bring only the list of 1973 victors.

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AN AMERICAN IN BRUSSELS

Belgium's only English-language newspaper, the nine-year-old *Brussels Times*, has gracefully accepted a face-lifting, new management, and additional staff members in the last 18 months. It has also made room for a substantial number of new advertisers and recorded more than 1000 new subscribers in a two-month period this summer.

"We look at the *Brussels Times* as a hometown newspaper to the new continents of the new capital of Europe," explains D. Bruce Shine, a Kingsport, Tenn., attorney, who is chairman of the board and chief executive officer of SMR Publications-Europe S.A., the Belgian corporation publishing the *Brussels Times*.

Prior to the purchase of the *Times* by Shine and Russell Packard, a Chicago attorney who is affiliated with Cetron, a manufacturing firm with plants in Illinois and New Jersey, the paper was "pretty much written for the staff" in Shine's estimation.

People-oriented

"What we are putting out now is a people-oriented newspaper with direction coming from within the English-speaking community. We run polls and do surveys to determine reader interest and our staff members are active community members. We are an absentee management but we are happy and confident to give our editorial department complete control over the treatment of the news.

"So far we have been pleased with the results and apparently the community is satisfied, too, as reflected in our ad and circulation pick-up," Shine observed.

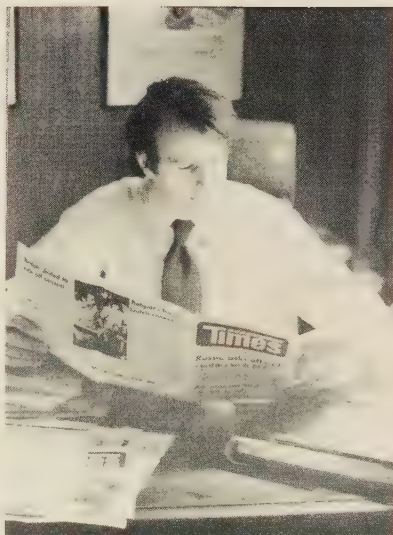
Heading that editorial department is David T. Hayhow who was hired by SMR Publications early in '72 when the *Times* was purchased and who moved to the weekly editorship in Brussels from Dowagiac, Mich., where he edited the daily paper. He has been president of the Michigan Press Association and has also edited the *Savanna, Ill.*, paper. He has successfully switched the two papers from letterpress to offset and under his leadership the *Times* also was converted to cold type.

"We bought a Compugraphic Typesetter and are able to have our employees do the typing and paste-up while having a commercial firm do the printing," Shine explained.

Familiar by-lines in the *Times* include those of assistant editor Sarah Kemezis, Johanna Stobbs, Joan Z. Shore, and Pat Moore. Frequent contributors include Common Market correspondent Gavin Gordon and *New York Times*' correspondent Paul Kemezis.

"Soon after we took over, we discovered that by pushing our deadline up 24 hours we could guarantee that all our readers would have their *Times* by Thursday or Friday at the latest. Previously, the paper had been printed Thursdays and sometimes did not reach readers until Monday.

"We realized that entertainment sched-



D. Bruce Shine

ules were particularly pertinent for weekends and by juggling our own work schedules, we have been better received by the readers. It was such a simple thing to do, but it turned out to be quite significant," Shine observed.

Newsprint shortage has not hit the *Times* and Shine happily boasts of the postal rates:

Low mail rates

"Pre-devaluation mail rates were so reasonable that we could send a subscriber's 52 annual issues for the equivalent of 15.6¢."

Although the rates have gone up, the mail route is still the most practical for *Times*' distribution.

"The English-speaking community is actually quite scattered within Brussels. We have found that the *Times* serves as a link between these people who do not live side-by-side but who read and speak English," said Shine.

Estimates of the number of English-speaking people in the Belgium capital range from 50,000 to 80,000.

Three groups

"Actually, there are three different groups of English-speaking people: (1) Business people associated with the many American and British industries which are headquartered in Brussels; (2) Government people who work in conjunction with the political and economic center for the Common Market; and (3) Military people associated with NATO headquarters in Brussels," according to Shine.

"What the *Brussels Times* must be then, in our estimation, is two papers. It must be a highly sophisticated business publication and it must also touch the community with a small town/hometown

approach looking out for the business of families in Brussels," he says.

Front pages of recent issues are clear examples of what he means. Prominent news articles feature stories about an upcoming Atlantic Treaty Organization Assembly, the Belgian government's threatened cutback in foreign students' accommodations, and the openings of the city's English language schools and an American International Youth Center.

Inside features include "Shopping In English," "The Week In Belgium," "On The Road," "Eating Out," and regular coming events listing. At least one full business page is in each 16-20 page issue along with classified ads and a four-page pull-out-and-save entertainment guide. A regular Readers' Forum gets a healthy response as does the paper's coverage of athletic teams from the English-language schools.

Shine cites a recent summer issue when news was light and the paper decided to run team pictures of the English-speaking Little League. They were swamped with calls for extra copies and for 8 x 10 glossies and were able to save only three copies of the paper for their files.

Reader turnover

"People who move to Brussels—Americans in particular—are very consumer-oriented. They move without cars or televisions and buy them, instead, on the continent. They want their children to travel while they live in Europe and are prepared and able financially to live comfortably. This is a real plus for *Times* advertisers," Shine thinks, and is one of the main reasons for the paper's ability to offer such thorough coverage of the arts, entertainment, and dining places.

According to *Times*' statistics, the average American family's stay in Brussels is three years.

"Consequently, we have about a ⅓ readership turnover annually," Shine says.

Although the paper is not aimed at tourists in Brussels, visitors do find it a handy reference while they are in Belgium.

Visit once a month

Once every three months a member of the SMR Publications executive committee (Packard, Shine, and Craig Guthrie, a former *Nashville Tennessean* reporter) visits the *Brussels Times* offices which are located on two floors of a building within walking distance of the city's famous Grand Place.

In August, SMR's newest venture, "TIPS, Newcomers Guide to Belgium," came off the presses with 2000 advance sales. It was put out by the *Brussels Times* staff in cooperation with Tourist Information Brussels to provide foreign guests (long or short term) with information about Belgian history, political structure, information on registration, work, lodging, insurance, money, banking, licenses, transportation, postal services, radio, television, utilities, public services, education, clubs, and entertainment.

It is now on sale at bookstores throughout Belgium and mail requests are also being filled. Photos, maps, and everyday aspects of living and travelling in Belgium.

(Continued on page 31)

Know when to say when.



Having a drink with friends is a long-time American tradition. Happily, most people carry on this tradition without overdoing it. Because most people who choose to drink, drink sensibly.

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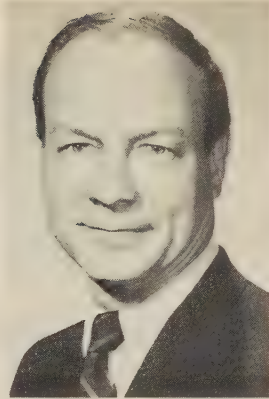
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SHEENA PATERSON, for the past four years Toronto editor of *Weekend Magazine*, has been appointed managing editor, with her headquarters in Montreal, effectively immediately. Mrs. Paterson's career in journalism began in 1958 when she went to work for her hometown weekly, the *Clydebank Standard*. Since then she has worked for the *Scottish Sunday Mail*, the *Scottish Daily Record* and the *Toronto Star*, prior to joining *Weekend Magazine* in 1969.



DOUGLAS A. GRIPP was named manager of the Mid-Atlantic region of United Press International. His headquarters will be in Washington, D.C. where he will have responsibility for UPI business and sales operations in Maryland, Delaware, Virginia and District of Columbia. Gripp, who succeeds Fred Parker, recently named Southern Division manager in Atlanta, has been UPI business manager for Europe for the past three years.



WATSON S. SIMS, managing editor, *Battle Creek (Mich.) Enquirer and News* since July, 1971, was appointed editor September 12. Sims, a native of Pembroke, Ga., came to the *Enquirer and News* after 24 years as foreign correspondent and executive with the Associated Press. Sims succeeds Robert B. Miller, publisher who had held the position of editor since the death of his father, Albert L. Miller, in 1958. The Miller editorship spanned 63 years.



RICHARD COTTLIEB, production co-ordinator since 1968, is the new general manager of Madison Newspapers Inc., Madison, Wisconsin. Gottlieb, a native of Davenport, Iowa, joined the company in 1965 and has served the firm since then in various departments. Gottlieb succeeds J. Martin Wolman, who continues as president of MNI and publisher of the *State Journal*.

GORDON A. SINCLAIR, manager of public relation services and supervisor of the U.S. Army public affairs account for N. W. Ayer & Son ad agency in Philadelphia—named public relations manager of the *Chicago Tribune* and *Chicago Today*.

* * *

LYLE DEBOLT, 39, previously with the *Odessa (Tex.) American*, and **JONATHAN SEGAL**, 24, *Gastonia (N.C.) Times*, were named general manager and editor, respectively, of the *Kinston (N.C.) Daily Free Press*. They succeed **ALBERT M. STROUD** and **J. P. STOTHER**, who resigned.

ROY H. COPPERUD, a University of Southern California professor of journalism and Editor & Publisher columnist—elected editor of the *Faculty Newsletter*, a publication of the Faculty Senate at USC.

* * *

JAMES SMART, columnist and member of the *Philadelphia Bulletin* staff for 25 years—to Public Relations Ltd., Philadelphia as vicepresident and creative director.

* * *

KENNETH BELL, University of Alabama journalism teacher—honored by the Ala-

bama Press Association on his retirement after 40 years in journalism and teaching.

* * *

RICHARD W. TIMMONS—national advertising staff of the *Christian Science Monitor*, New York, appointed assistant retail advertising manager of *The Patriot Ledger*, Quincy, Mass.

* * *

SHERWOOD LANDERS—promoted to the position of managing editor of the *Hyanis (Mass.) Cape Cod Standard-Times*. He has previously been news editor of the *Cape Cod daily*, which is a member of the Ottawa Newspaper group.

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in the news

MICHAEL MCCARDELL, *New York Daily News*, has joined the *Vancouver (B.C.) Sun* as feature writer.

* * *

JOHN D. KUTZER, formerly administrative assistant to the business office—to personnel director of the *Philadelphia Bulletin*.

* * *

Following staff promotions were announced by Robert L. Murphy, managing editor, *News-Herald*, Willoughby, Ohio:

CHARLES PERCENT—named Sunday editor of the *News-Herald's* new Sunday edition, which will publish on September 23;

RALPH J. MONTGOMERY—named assistant city editor. He was chief of the Painesville bureau;

DAVID SACASH, previously education writer—to Painesville bureau chief; and NANCY DANIELS, Painesville bureau staff—to education writer.

* * *

WALTER J. NESTER JR.—promoted to national advertising manager of the *New Haven (Conn.) Register* and *Journal Courier*. WILLIAM B. HIGGINS—from city editor to assistant managing editor of the *Register*.

* * *

Three editors were named by Westchester Rockland Newspapers: DAVID I. HARTLEY, editor and general manager of *Tarrytown Daily News*—to editor of *Yonkers Herald Statesman*, replacing BARNEY WALTERS who has been reassigned to *Today* in Cocoa, Fla.;

WILLIAM CHANIN, news editor at the group's Harrison plant—to editor of *Rockland Journal News*;

HARRY DONSKY, editor of *Rockland J-N*—named editor and general manager of *Ossining Citizen Register* and *Tarrytown Daily News*.

* * *

RICHARD D. ALDER—resigned as vice-president corporate affairs of *Cincinnati Enquirer* to become assistant to president of Coca-Cola Bottling Corp. in Ohio.

* * *

JOHN LYON—market director of *Seattle Post-Intelligencer* was appointed director of advertising, succeeding ARNOLD WALLSTROM.

* * *

PHILLIP L. WILLIAMS—appointed group vice-president of The Times Mirror Co. Williams will oversee the operations of the newspaper and tv properties. He has been vice-president, finance since November, 1969.

* * *

WILLIAM STOODY, circulation manager of *Kitchener-Waterloo (Ont.) Record*—elected president of the Canadian Circulation Managers' Association.

* * *

GIBSON MCCABE, president of Newsweek Inc.—elected to board of directors of Washington Post Co.

* * *

JAMES T. MACGREGOR, reporter and special writer covering the broadcasting and ad fields for *Wall Street Journal* since 1971—joined CBS Investor Relations Department.

DON STOUT, from assistant city editor of *Ventura County (Calif.) Star-Free Press*, to editor of People Department, succeeding BARBARA HUTMACHER, who has accepted a similar position on the *Daily Dispatch*, East London, South Africa. RITA GARFIELD becomes assistant city editor.

* * *

DAVID P. FERGUSON of city staff, *New Britain (Conn.) Herald*—recipient of first annual Lay Educator of the Year Award by the New Britain Board of Education.

* * *

PAUL GOUGH—resigned as science-environmental writer, *New Haven (Conn.) Register*, to become editor-librarian, Connecticut Agricultural Experiment Station, New Haven, replacing BRUCE MILLER, resigned.

* * *

BARNARD W. HEWITT II, assistant business manager and commercial printing director at the *Tonawanda (N.Y.) News*—named general manager. CHARLES HEWITT III, associate editor of the *News*—named associate publisher.

* * *

A. RICHARD GROSS, publisher, *Council Bluffs Nonpareil*—elected president of Iowa Daily Press Association. WILLIAM FAHY, publisher, *Muscatine Journal*—elected executive vicepresident and DAVID ELDER, editor, *Washington Journal*, second vicepresident.

* * *

JOHN HORN, onetime tv-radio critic for *New York Herald Tribune* and for the past 5½ years, national press editor for Group W—named director of information services for Westinghouse Broadcasting Co.

* * *

RANDY SEELYE, former Orange County (Calif.) editor of the *Community Advocate*, has joined the reporting staff of the *Sonoma (Calif.) Daily Union-Democrat* as a local government and police reporter.

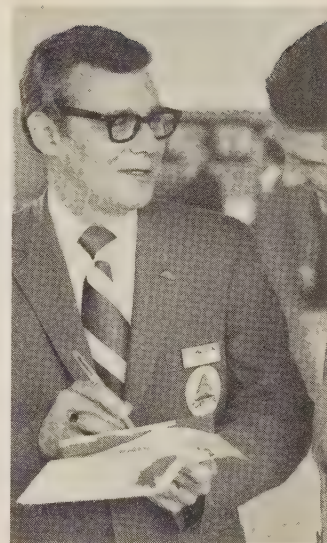
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ROBERT W. EUNSON, vp and assistant general manager, Associated Press—to receive the Northern Arizona University's alumni achievement award on September 29.

* * *

JOSEPH F. MARONNA—appointed product manager for Mergenthaler Lino comp. WILLIAM A. MURRAY succeeds Maronna as product manager for V-I-P and the V-I-P line at Mergenthaler Linotype.

(Continued on page 28)



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WILLIAM R. GREER, assistant city editor of the Minneapolis Star since 1967, will replace Beverly Kees, as special sections editor of the Star and editor of the Star's weekly food section, Taste. Ms. Kees is leaving the news operation on an approximate one-year assignment to the research planning department of the newspaper. Greer, a regular Wednesday columnist in Taste, is an amateur chef and gourmet hobbyist—which stems from early ranching cook-out days.



TOP AWARD WINNER in 1973 among New York City newspaper reporters was **PATRICK DOYLE**, New York News. The veteran crime reporter's winning entry for "fast and accurate reporting" was the deadline story of the murder of Columbia University professor Wolfgang Friedmann on September 20, 1972. It won a 1st prize from the Silurians. The Patrolmans Benevolent Association gave him their top award: a \$100 U.S. Savings Bond and an engraved pen and pencil set. Not to be outdone, the Detectives Endowment Association gave the Inspector (his nom de plume) their top prize.



CHARLES E. FRY has been transferred by Gannett Co. to the Westchester Rockland Newspapers as vicepresident, circulation of the suburban chain. Fry was circulation director of the Rochester Democrat & Chronicle and Times-Union. He will be in charge of department operations and policies, assisted by VINCE McCARTHY, circulation director of the WRN papers. Before going to Rochester, Fry had been circulation director of the Memphis Publishing Co., and before that held a similar position at the Miami Herald.



DON WRIGHT, a 34-year-old Ohio newsman, has been named managing editor of the Sun Newspapers of Omaha. Wright comes to the Omaha weekly newspaper group after having been editor of the Kettering-Oakwood Times, a twice-a-week newspaper serving the suburban area south of Dayton, Ohio. His appointment fills the vacancy created when Paul Williams resigned the Sun Newspapers job to become assistant professor of journalism at Ohio State University.

LEONARD L. LEFKOW, newsman, whose background includes five years with the AP and four years with *Louisville Times*—named press attache of the United States Embassy in Tel Aviv, Israel.

EDGAR H. MILLER JR.—to chief of Caribbean services for the AP, replacing **GEORGE ARFELD**, who resigned to take another job in London.

J. C. KELLY, Sawyer-Ferguson-Walker—elected president of Dallas Chapter of American Association of Newspaper Representatives.

WILLIAM V. SUDOMIER, previously editor of a special youth-oriented section for *Detroit Free Press* has been moved up to amusement editor, succeeding **JOHN E. FINLAYSON**, who is now critic-at-large.

LOUIS CASSELS, United Press International senior editor, designated J. Rion McKissick Lecturer and **ARTHUR D. COOPER**, president and general manager of Columbia (S.C.) Newspapers Inc., named Gonzales Brothers' Lecturer at South Carolina College of Journalism. Cassels will teach feature writing. Cooper will teach newspaper management.

JAMES ROACH, who will retire from the *New York Times* as sports editor—appointed to New York State Racing and Wagering Board as public information director. A newspaperman for 45 years, Roach has been sports editor for the last 15 years.

JAMES D. HUNT, formerly on the retail ad staff of Norristown (Pa.) *Times Herald* and Long Beach (Calif.) *Independent, Press-Telegram*—appointed publisher of the Two Harbors (Minn.) *Chronicle & Times* and the *Silver Bay News*.

ROBERT SHELOR, social service worker in St. Joseph, Mo.—named news editor of the *Port Isabel* (Tex.) *Press*.

JIM YEARY, former sportswriter, copy editor, and layout editor in Amarillo and San Antonio—to the *Sweetwater* (Tex.) *Reporter* as managing editor.

CONNIE L. GREENWALL, education writer for *Bryan* (Tex.) *Eagle*—named city editor.

Executive and staff position changes have been announced by Robert E. Norris, general manager of the *Lubbock* (Tex.) *Avalanche-Journal* to add uniformity to morning and afternoon editions and to fill vacancies created by recent retirements. They include:

DAVID E. KNAPP, managing editor, will become executive editor; **BURLE PETTIT**, sports editor, promoted to managing editor; **KENNETH MAY**, staffer since 1949, will be associate editor, assisting **JAY HARRIS**, editor, in editorial page direction;

DON HENRY will succeed Pettit as executive sports editor; **VAUGHN HENDRIE**, A-J columnist, and former *Dallas Times Herald* city government reporter, will head the public affairs staff of three;

ARLENE BOGGS, named assistant dispatch manager; **PHYLLIS JOHNSON** advertising department secretary, to national advertising coordinator; **WORTH WREN, JR.**, former *San Angelo* (Tex.) *Standard-Times* staffer, will be business editor; **GORDON ZEIGLER**, until recently general assignments reporter on the *Plainview* (Tex.) *Daily Herald*, named regional editor.

ROBERT QUINN, automotive salesman for *Washington* (D.C.) *Star-News*—to automotive manager.

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Washington bureau

By Luther Huston

COPLEY NEWSPAPERS

Seven full-time reporters comprise the staff of the Copley News Service that provides a Washington report to fifteen Copley newspapers and contributes to a mail feature service that goes to some 1,300 clients in all parts of the world. It is a relatively young staff in years but old enough in experience to constitute a well-seasoned professional group.

Since the Copley papers are published in Illinois and California, three of the staff are basically regional correspondents. Lester Bell looks after news of special interest to papers in Springfield, Aurora, Elgin and Joliet, Illinois. Marguerite Sullivan, a new member, takes care of the regional news needs of Copley papers in Northern California. Dan Foley is the regional man for Southern California papers, which include the San Diego Union and the San Diego Tribune, bright jewels in the Copley diadem.

These regional reporters are available for any request that comes from a Copley editor, and plenty of them come, particularly from the San Diego Union. Because not all the requests are for regional news, the regional reporters frequently are asked to take on national stories that fall within the pattern of Copley News Service coverage.

Youthful veterans

The four who are classified as national reporters are James D. Cary, who is bureau chief, Edward Neilan, L. Edgar Prina and Benjamin Shore. All are what might be called youthful veterans, with experience in domestic and foreign fields.

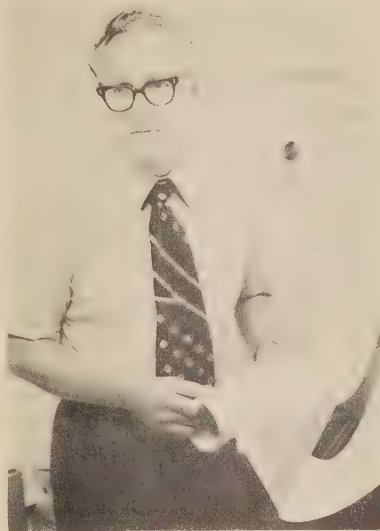
Cary, who succeeded Raymond McHugh as bureau chief, on June 9, has been with Copley in Washington for five years. Before that, he was with the Associated Press for 16 years, six of them in Japan. Besides supervising the operation of the bureau, he covers the White House mostly in Washington, not San Clemente or Key Biscayne.

Neilan, a veteran Far East reporter, covers the State Department and related diplomatic affairs. Ben Shore, formerly with Newsday, specializes in Congressional coverage. Prina is the bureau's military expert who finds time away from the Pentagon to cover transportation news and occasional general assignments.

The bureau is not staffed to cover long running assignments like the Watergate hearings and generally avoids spot news stories that are amply covered by the wire services. A spot story like a Nixon news conference, however, will be covered, with Cary pounding the typewriter.

Depth coverage

What the bureau endeavors to turn out are in-depth, background articles and features, that supplement and put in perspective the spot stories from the wire services and other sources that deluge the editors' desks. The bureau's report goes to



James D. Cary, chief of Washington Bureau of Copley News Service.

Photo by Pat Young

the papers over a teletype circuit that is available around the clock and is operated by Ralph Moseley. Moseley might be called the eighth member of the staff because he writes a civil service column out of a background of several years in government service.

Features are mailed

The articles the Washington bureau contributes to the mail feature service, which Cary says is the largest in the world, are mailed to San Diego, which is the headquarters of the news service, and from there distributed by mail to clients in the United States and throughout the world. Circulation is heaviest in Latin America.

The Copley newspapers opened their first Washington bureau in 1944, mainly to serve the Illinois papers that were the nucleus of the Copley Chain. The first bureau manager was the late Bob Richards, whose forte was politics, regional and national.

In 1955, the Copley newspaper bureau became the Copley News Service, the name it still bears. The staff and the coverage was expanded but stabilized at the present numerical force. McHugh succeeded Richards in 1965 and headed the Service until his retirement this year.

The bureau occupies what might almost be called a penthouse suite, handsomely furnished, in a modern building on K Street, where fountains play in an entrance courtyard.



"I now pronounce you man and Ms."

FRANKLY FEMINIST

a weekly column
by Gena Corea

Are you keeping up with the times? Women's liberation is moving forward on all fronts, not just with rallies and speeches, but in quiet ways of attitude and expression. Gena Corea, whose articles on how women view society have appeared in such publications as The New York Times, Editor and Publisher, now writes a weekly 700 word column, **FRANKLY FEMINIST**. You'll find it fresh and stimulating. For proof, just write for your free copy: The New Republic Feature Syndicate, 1244 19th Street N.W., Washington, D.C. 20036

Ask for free copies of the latest weekly column of Ralph Nader, In The Public Interest and/or TRB from Washington.

EVERY YEAR IS AN ANNIVERSARY YEAR

For the promotion-minded company, individual, institution, or any organization, "observance" indicates action. Whatever you can "observe" is sure to catch the attention of the public—and your customers—and therefore turn in a profit.

In our promotion of anniversaries, we have two watchwords: "Every Year Is An Anniversary Year," and to get action, "Your Anniversary Is Upon You!" To most companies, communities, institutions, or whatever, anniversary means just that yearly. It's a yearly event you can observe, sometimes for a full year, sometimes for a briefer specified time.

But to a promotion-minded newspaper, an "anniversary" can be a frequent rather than an annual event. The newspaper is the one institution in the community which is close to everything, and which can make an "observance" of various anniversaries connected with the community, the country, various local industries, businesses, and almost anything else that touches the community.

Best promotion years

The newspaper's own anniversary is of course a prime target for observance. Generally, the best anniversary observances begin at five years, and continue in multiples of five, with 10, 25, 50, 75, 100, etc. as the most popular. Any year in between will do, if you wish to mark it. Almost any reason is good enough to do so.

A newspaper has much more to talk about on its anniversary than any one else, because the paper has been an integral part of the community in almost every way. It's own progress reflects the progress of the community; its own struggles and battles for justice and fair play reflects the community's life. This relationship of the newspaper to everything in the community and the area becomes a great source of editorial interest, and brings in a great deal of supportive advertising.

There is a wider range of possible stories, not just about the paper, but the community, the area, even individuals. No matter what happened, the paper "was there" and has the actual stories to prove it. These stories, front pages, editorial battles, etc., make interesting reading.

Newspapers also can show progress in their plants, since printing has shown much progress over the years. The public always has a yen for "newspapering", so a behind-the-scene feature is always good.

But the newspaper need not confine its anniversary activities to itself. There are dozens of anniversary opportunities in any

community.

Remember "founding" dates of the community, of businesses in the community; fraternal, educational, civic, industrial, important people and places in your area. These need not always be necessarily local; if a big industry has an anniversary, one of the smaller plants in or near your community will be participating, and you can make something out of that. Historical dates—you can always get a community tie-in. Battlefields, tourist sights, and things like that are all helpful.

These need not be great editorial problems, since all industries and organizations are glad to supply background material.

How about something special regarding your community? The *Bethlehem* (Pa.) *Globe-Times* takes advantage of its name, and the famous Moravian Choir which sings Christmas songs there, for special issues. The *Vineyard Gazette* of Martha's Vineyard makes much of its scenery and history in special issues. Tourist areas in or near your town; any major events of the past—tragic, historic, etc.—are prospects for special "anniversaries" or issues.

The advertising income from such issues is of course tremendous. Most publishers admit that the amount of advertising to such issues is limited only by "press capacity." This even when much of any special issue material can be run weeks ahead, during times when press and mechanical loads are light. About the largest paper in number of pages was the *Rocky Mountain News*, which ran 532 pages in 11 sections for its 100th anniversary in 1959.

Circulation is boosted by special issues. Many of those who buy that issue continue. And much the same is true of advertising. Almost one third of the "new" advertisers in special issues come back later with more advertising, because they see that the results are worth while.

Incidentally, in a random check of 100 newspapers—special anniversary issues—being microfilmed at the New York Public Library, almost one half of them were for other than the newspaper's own anniversary. That gives you an idea of what opportunities lie there for any progressive newspaper.

So, if you're looking for something special to improve circulation, readership, advertising and income, look to Anniversaries—yours and those of others. They pay off.

Powell is promoted by Church, Rickards

Ernest Powell has been appointed vicepresident in charge of operations of Church, Rickards and Company, president Norman P. Rickards announced.

Additional appointments as vicepresidents of sales are William Swick, Donald Berbaum and Stanley Hatfield. Guy Wood will continue as executive vicepresident of the Newspaper Insurance Division.



Interlude Productions of Maplewood, New Jersey, is syndicating "Bookviews," a new weekly column dealing with thousands of books that appeal to special interests ranging from sports to health, crafts to cooking, self-improvement to business affairs, along with fiction and books for children.

Columnist Alan Caruba, who is manager of Interlude, notes that between January and June there were 18,700 books published with those making the bestseller list representing less than one percent of the total. Bookviews is going to select the best of those other titles for editors wanting to cover the book scene without using a lot of valuable space, he said.

A former reporter and editor, Caruba has been a regular contributor to *Publisher's Weekly*, trade magazine of the book industry.

Writers will study the field of energy

Stanford University's 1973-74 Professional Journalism Fellowship Program will include three fellowships for writers on energy affairs. The writers selected will attend the University in the winter and spring quarters, from January 2 through June 6, 1974. They may study any field except journalism but will be required to concentrate on subjects pertaining to sources, economics, social values and other aspects of energy.

Each Fellow will receive \$325 per week during attendance at the University. The program is funded by a grant from the American Petroleum Institute.

History of journalism

A new scholarly quarterly is coming soon to "survey the full range of the historical development of American media from the Colonial period to the present."

This was learned by attendants at the Association for Education in Journalism gathering at Fort Collins, Colorado, Aug. 19-22.

Journalism History is to appear under aid by the Department of Journalism, California State University, Northridge. Guidance is coming from a national board of active journalism historians. Professor Tom Reilly will lead both editorial and business functions of the magazine.

Nanovic is president of Etna Kelley's Anniversary Associates. Etna Kelley, business writer and editor, has made the collection of business founding dates and anniversaries an important part of her work. She is the author of "The Business Founding Directory," which provides birth dates of almost 1,000 companies; the annual list of "Business Anniversaries," "Regional Anniversaries" and "Bibliography of 100 Articles on Company Anniversaries and How They Celebrated."

Paul Learn has covered 27 Miss America pageants

Since the Miss America Pageant captures national attention, a score of reporters come to town to cover their home town or home state entrants.

But there are some 35 daily and weekly newspapers across the nation who depend upon Paul Learn, Sunday magazine editor for the *Atlantic City Press*, to feed them stories on how their local lovelies are doing.

Learn, who joined the Press as a copy boy at 16 while still in high school, says he doesn't discourage newspapers from sending their own reporters—he simply offers pageant-flavored coverage.

This year marked his 27th pageant coverage. Prior to his first coverage, he decided to take his vacation from the Press at pageant time and to start a specialized news service called Ocean Promotions. And that's the routine he has followed through the years.

He enlarged his staff when he married Connie Houpt, a reporter on the *Star Her-*

ald (Camden, N.J. Catholic Diocese newspaper).

In between pageants, features and hundreds of stories in Atlantic City and the County, Learn and his wife began to add copy boys to Ocean Promotions—three sons; Michael, Blair and Eric.

Learn says when Blair graduated from the copy boy stage at 15, he did taped interviews of pageant contestants. Learn gave him the questions to ask and he would dash the tapes back to his dad.

Michael and Blair are in college and Learn, judging from their courses of study, figures they will not be helping to cover any more pageants.

Eric is 17 and in high school—so there is still the possibility of another newspaperman in the Learn family.

Learn uses the Western Union and the telephone to file his stories at city desks all over the country. He also provides picture coverage with the help of two Atlantic City photographers—Frank Mariello and Robert Loftus. Another vacationing Press reporter, Frank Lowe, assists with the daily pageant coverage.

Learn says some newspapers receive as many as seven stories, some as few as one.

This year Learn also covered the pageant for Reuter News Service.

Learn figures he has written more stories on the pageant during these past 27 years than any other newsman ever assigned to the event. Over the years he has made friends with scores of city editors—most of whom he has never met.

Newsprint, newspaper study is underway

Arthur D. Little Inc., Cambridge, Mass., has begun a multi-client sponsored study of the newsprint and newspaper industries. The research and consulting firm said the approximately year-long study will evaluate new technology in newsprint and newspaper manufacturing operations, describe the likely role of these new developments in the future and estimate the impact of new process technology on cost of manufacture of newsprint and newspaper through 1985. The study is being supported by newsprint producers in North America, representing 70% of total production capacity and several newspaper publishing groups, ADL said.

New weekly is started

The *Darien* (Conn.) *News*, a weekly, began publishing on August 2. The paper is mailed to about 8,000 homes in the area free of charge, and sold at local newsstands at 15¢ per copy. B. V. Brooks Jr., who is publisher of the *Westport News*, a twice-weekly founded in 1964, is president of the new corporation. Harry J. Lally is vicepresident and general manager, a post he held at the *Westport News* since January, 1970. Editor of the *Darien News* is Timothy Mahin, formerly a reporter for the *Stamford Advocate*, and ad director is Maxine C. Provost, who has been ad director of the *Westport News* since 1964.

Weekly editor

(Continued from page 24)

um are the primary concerns of the guide which will be published annually. According to Shine, SMR (which is wholly-owned by the American corporation, Euro-Market Communications) might eventually tackle similar guides to other countries.

Shine, who views Brussels both fondly and optimistically, thinks the city holds the potential for a daily English-language paper within five years but right now he's making no personal gestures in that direction. Realistically he observes that the English edition of the *International Herald Tribune* which is flown in daily has a strong following even with its 40-plus cents-a-day price.

The lawyer's journalistic inclinations started during pre-law days as an undergraduate. He edited the Tusculum College paper for two years and was president of the Tennessee College Press Association. He also worked as a reporter for the Nashville Tennessean while he was at Vanderbilt University School of Law.

Shine has done extensive public relations and press work within the Democratic party, was a Congressional candidate in 1970, and is presently the Democratic National Committeeman from Tennessee.

Shine enjoys telling a story about his departure from the Tennessean: "I resigned following a disagreement about my refusal to do a political story. To this day, some people swear I was fired because the argument, my resignation, and my departure for another position all came within a three-day period. But at that time I promised I would never work for another newspaper unless I owned it."

That was ten years ago.



Ralph Nader's
weekly column

'In The Public Interest'

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Gerald Nachman recalls the one that got away

By Mark Mehler

Gerald Nachman, humor columnist and tv critic of the *New York Daily News* (syndicated by Knight News Wire in 40 cities), had his chance to emerge from obscurity; and he passed it up.

"I had my big chance in show biz," says the self-proclaimed "frustrated celebrity." "I'll never get it again."

Back on January 12, Jack Paar assailed Nachman on the air for what he called a "scurrilous" review of his show. He invited Nachman to join him on the February 5 show in a "friendly inquisition." Despite prodding from relatives and friends who advised him that this was his big chance for stardom, Nachman's better judgment prevailed.

"I must admit, I was tempted . . . but I chickened out for two good reasons; one, I have never been on network tv before, and I'm sure I would have panicked up there; and two, I would have been stepping into the tiger's lair. Jack Paar has the knack for going right to the jugular . . . he would've eaten me up alive."

Nachman doesn't appear to regret the decision, much. "I did the right thing, looking back on it," he reflects, with just a touch of melancholy.

In his column several weeks later, Nachman fantasized what might have transpired had he appeared on the show. "Of course, in my version, I emerged victorious . . . and was carried out on the shoulders of the exultant crowd."

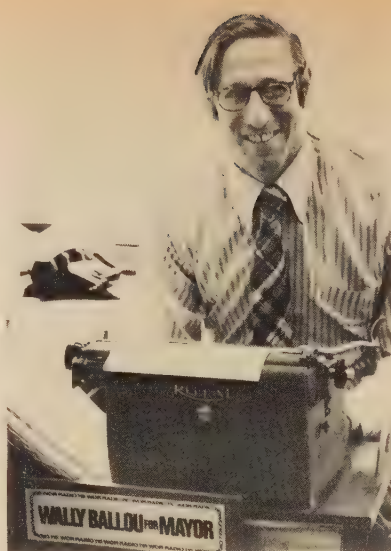
The controversy didn't quite end there. Nachman issued his own challenge to Paar to a duel in print. Paar, being no fool himself, declined. "He didn't care to fight me on my turf either," says Nachman.

Actually, Nachman only writes his tv column once a week. Recently the *News* gave him a humor column twice a week. Working out of the *News'* special features department, he is doing what he has always enjoyed most; pondering humanity and poking fun at it.

His background is in entertainment writing and reporting. He admits to being a complete flop as a reporter. "I was completely incompetent. Like Robert Benchley said, 'I was the worst reporter in New York, even for my age.'"

He recalls being assigned to cover "Harbor Day" ceremonies and accidentally getting on the wrong boat and taking a 3½ hour cruise up the Hudson River. He is further glad to be finally rid of personality profiles. "A typical piece was interviewing the president of Fruit-of-the-Loom and having him fit me for underwear."

He is a native Californian, graduating from San Jose State U. in 1960. He began his journalism career with the *Mercury News*, where he spent three years, came to New York ("I had to see what it was



Gerald Nachman

like") and worked at the *New York Post* for 2½ years. Then back to the West Coast for 4½ years as film and theater critic with the *Oakland Tribune*. Then back to New York.

His day begins at 9 a.m. when he sits down at his office typewriter. "I suppose I could just as well do this at home, but I love having an office to come to every day. It makes you feel so purposeful." When the ideas start coming faster than he can write them down, he sometimes becomes annoyed with the tumult of the newsroom. "They must think I'm antisocial sometimes, but it's just that I need quiet."

Most of his material is satirical. He is aware that satire has never been a staple of the *News*. But he cites the *News'* new ad campaign featuring Truman Capote, Ayn Rand, and George Plimpton; literati who claim the *News* is one of the best written papers in the country.

The name of Nachman's satire column is "Double-Take." Sometimes you have to look twice. He says his doorman believed one of his recent pieces on the imaginary reconciliation of Liz and Dick.

"Let's face it," he says philosophically, "probably 2/3 of our readers don't know whether I'm serious or not. Satire is meant for a limited audience."

Some examples:

- On Norman Mailer: "What is it about Norman we can't forget? Is it his gift of gab, his curly hair? Capricorn thinks it must be his name, whose 12 letters make up two above-average Scrabble hands (if you use two blank tiles). Spelled backwards, it becomes 'NAMRON RELIAM' which in Hebrew means, 'Praise be to me,' and in Welsh 'Have you seen the streetcar?'"

- Suggested changes to "speed up baseball": "A basic problem is the field is diamond-shaped, forcing runners to stop, or turn sharply at each and every corner. This wastes valuable time. I say make it an oval and bank the basepaths, although I'm against putting infielders on roller skates."

The *News* promotion department describes his approach as "not slashing subjects as some satirists do . . . but kind of tickling them to death."

"The *News* has given me enough leeway," he says. "My big problem is grinding out the columns. I'll come into work with a basket full of ideas, tear away all day at the typewriter, and by 6 p.m. I'm worn to a frazzle." To keep his sanity, he takes periodic walks to the women's department, to the newsstand in the lobby, anywhere he doesn't have to look at a typewriter and an empty page.

He is verbally-oriented. "I have to see it on paper before I can think it through." He gets most of his ideas from just "talking to people and observing them." Few of the ideas he gets from readers appeal to him. "It's best if the idea comes from me. Most people don't follow my thought patterns."

He remembers the *News'* promotion department asked him to mention that he won a Page One Award while at the *Post* in 1965. He says it with a grin of relish. "I still get a kick out of seeing my name in print," he says. Who needs Jack Paar, anyway.

Wallace signs newsmen disclosure law

Alabama Gov. George Wallace signed into law September 14 a bill requiring newsmen to make financial disclosures before being allowed to cover state government.

The law also requires public officials to disclose their financial holdings and divest themselves of any possible conflicts of interest.

Reporters who fail to comply with the legislation will be barred from covering "state government in any way." Anyone found guilty under the new law faces a maximum penalty of 10 years in jail and \$10,000 fine. A violator must also pay the state treasury three times the amount of the financial gain he made.

The amendment affecting newsmen was tacked onto the bill in the House and approved in the final hours of the 1973 Legislative session. Immediately after the bill was signed, a class-action suit was filed in Federal District Court on behalf of Jesse Lewis, owner and publisher of the *Birmingham Times*, a weekly.

The suit contends that the ethics bill violates both the First and Fourteenth Amendments to the U.S. Constitution.

Maurice Castle, city editor of the *Mobile Press*, said most newsmen in the state, while not objecting to revealing their sources of income, agreed with the suit. Castle said the bill discriminated against newsmen by requiring them to make specific disclosures, unlike public officials, who need only list outside sources of income under "legal fees" or "tax-exempt bonds."

Rep. Joe McCorquodale, a Democrat who is House Speaker ProTem, said that some reporters engaged in "moonlighting." "This should be disclosed to the public as well as for public officials," he said.

NUMBER 476

Color and choler

Should *black* be capitalized in reference to race? A sticky question. There are two reasons for capitalization, generally speaking. One is to differentiate proper nouns from common nouns: Fred, Indianapolis, Mississippi. The other is to pay deference, as when *president* is capitalized in reference to the president of the United States, or, in Britain and Canada, when *queen* is capitalized.

The second kind of capitalization is ceremonious, and varies from paper to paper in accordance with stylistic whims. The capitalization of *black* falls into this category. Traditionally, the names of colors used to designate race (white, yellow, brown, red) were uniformly lower-case. But since the civil rights era dawned, there have been some changes. One, of course, is the surprising preference by many Negroes for the term *black*, which whites had tended to consider derogatory.

In some instances Negroes have demanded that newspapers capitalize the term *black*. In others, newspapers have decided on their own to capitalize it, before being accused of derogation. Occasionally, one sees *white* capitalized in such publications, presumably out of an impulse toward consistency. But there is no record of whites ever having protested against the lower case. And almost invariably *white* remains down.

The capitalization of the new term *chicano* is equally ceremonious. The publication that specifies that *black* be upper case in racial connections had better do the same with *chicano*, because both terms are likely to appear in the same stories, and if one is up and the other is down, complaints of discrimination are sure to ensue.

Both *black* and *chicano* tend to be used and preferred by young people who might be described as activists, or critics of the establishment, and to be avoided and disliked by older and more conservative Negroes and Mexican-Americans.

The idea that status can be conferred by such devices as capitalization of words (or by euphemisms or pretentious terms) is a delusion, as has been repeatedly pointed out here. Status must be established first, and then deference, respect, or whatever, follows.

Wayward Words

Affront (an insult; to offend) and *effrontery* (boldness, insolence) are misnamed by the unobservant, bringing forth the bastard child *affrontery*: "America's brutality to its creatures is an affront to our nation." The word called for here, obviously, was *affront*. *Effrontery*, for that matter, would not take the indefinite article, any more than *bravery* or *sympathy*.

* * *

The modern tendency is to dispense with commas where previously they would have been used to set off adverbs and conjunctions: "Therefore, we must pro-

test"; "Here, too, there are discrepancies"; "It was, nevertheless, a stupid thing to do." Such constructions will more often be found commaless than not in contemporary writing.

But there is one instance in which the omission of the comma is misguided, namely when a contrast is expressed beginning with *not*: "The agent of belligerency was the regime not the people"; "He emphasized that his subject was tax avoidance not evasion." The difficulty here is that unless a comma is placed before *not*, the intention of contrast is not immediately evident because it is not clear that *not* modifies what follows, rather than what comes before it. For the sake of easy readability, make it "tax avoidance, not evasion."

NAB artist winner of photo contest

Lynne Moran, an art director for the Newspaper Advertising Bureau Inc., won second prize in New York Magazine's photography contest.

Ms. Moran's \$750 winning color photograph was of a fire that started in an old apartment house near her home.



SCRIPPS-HOWARD SCHOLARSHIP AT UK—John L. Feldmann (center), business manager of The Kentucky Post and Times-Star, presents a \$1,000 check from the Scripps-Howard Foundation to University of Kentucky President Otis A. Singletary (left) and Vice President for University Relations Ray Hornback. The annual grant for the Scripps-Howard Foundation Scholarship Fund provides aid for journalism students at UK.

Photocopy workshops scheduled by GATF

The Graphic Arts Technical Foundation, Pittsburgh, Pa., is introducing a series of three workshops on phototypesetting.

The three workshops are titled "Phototypesetting Systems—Planning Procedures and Applications," (Oct. 22-23/Feb. 18-19); "Phototypesetting Output—Film Stripping and Page Makeup Techniques," (Oct. 24/Feb. 20); and "Phototypesetting Input Systems—Procedures, Concepts and Equipment," (Oct. 25-26/Feb. 21-22).

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Classified clinic

By Hal Darb

REAL ESTATE MAGAZINE

Classified advertising managers are often asked to perform incredible feats, but when we heard Dane Hahn, the CAM at *Cape Cod Standard-Times* (Hyannis, Mass. circ 28,000) was able to get 377 days out of a year, we were duly impressed.

Hahn and his assistant Larry Balegno are responsible for the monthly *Real Estate Review*, a tabloid publication of the classified department that is more than equivalent to 12 extra days of advertising.

Cape Cod, it turns out, is highly seasonal—business is good at Christmastime and during the summer months when the tourists are vacationing. Local merchants are very serious when they say you have to make your living during the ten weeks the tourists are there. The same goes for the newspaper, because advertising patterns follow business patterns. There is a marked lull in advertising during the off-season.

In 1969 Scott Himstead (now the publisher, but then general manager) realized there ought to be a way to get extra advertising during the months the tourists were on the Cape, but more than that he reasoned if a magazine could be sent to the tourists at home, there might be extra advertising all year.

Boom of the future

After kicking this thought around for a few weeks, the idea of the *Real Estate Review* was born. Himstead believed that real estate was the boom of the future for the Cape. This belief was underscored by the throngs of people who swarm around real estate offices on Cape Cod all year 'round—even in the depths of the winter.

At that time (1969) most of the active

real estate dealers were advertising in metro Boston and Hartford papers. They were trying to reach the people who wanted to invest in the Cape, or perhaps retire there.

The costs for this broad coverage was high, and the results were less than satisfactory. Himstead theorized that a real estate magazine could be mailed out to interested people who lived off the Cape; people who came to visit, and prospects who might be interested in owning property. Additionally the magazine would be included in a Saturday paper to get additional readership, and coverage of the tourists who happened to be on the Cape for a visit.

Solves problems

The real estate dealers loved the idea, it answered many of the problems they were having reaching prospects who didn't see the metro papers—and it opened up more prospects for them. In the four years of the monthly review, it's been their support that's made the *Real Estate Review* grow into what it is today.

The original mailing list was 1,500 and generated by the Cape Cod Chamber of Commerce from the names of tourists who requested real estate information. The list has been updated and revised annually, and supplemented through a daily ad which runs during the summer months offering the *Review* free of charge to people who live off Cape Cod. In two years the list exceeded 5,000 people, all viable prospects for real estate dealers.

Format changed

Today the philosophy of the *Real Estate Review* is the same as it was in 1969, although the format has been changed a bit, and the magazine carries less editori-

al matter than it once did. The cover was redesigned in April 1973 to make a visually strong and modern looking package, capable of competing on the newsstand. Color is used on both covers and inside. The review has been on the newsstand since May 1973, and usually sells out in the downtown outlets during the first week.

Hahn and his crew of Classified salespeople sell roughly 15,000 lines of advertising each month into the review, and it's sold painlessly. Most advertisers believe it's as important to be in the Saturday paper as it is to be in the *Review*, so the *Review* represents plus business in most cases.

"We charge 20c per inch more for space in the review," says Balegno, "but it's only to help cover the cost of postage." Actually to cover the postage costs, the surcharge would have to be about 25c extra, but the transient advertisers and national advertisers help to keep the average rate of the *Review* at a point where Hahn doesn't mind making up the difference.

"We've just been listed in *Standard Rate and Data*," says Hahn, "and the extra advertising we get with little effort more than helps make up the costs of postage."

But then who wouldn't mind picking up the extra postage when your costs stay about the same, and you gain roughly 180,000 lines of real estate advertising each year. It's a lot like having 377 days a year to sell advertising.

Prize money raised in Realtor contest

The National Association of Realtors newspaper contest has four new categories and larger prize money awards, it was reported by H. Jackson Pontius, executive vicepresident of NAR.

The categories are as follows: 1. Best article or series of articles about a local problem involving real estate that also is a problem of national concern; 2. Best real estate column on a continuing basis; 3. Best consumer information article; 4. Best article about real estate as an investment.

Prize money for first second, and third in each category is \$200, \$100, and \$50. Last year it was \$100, \$75, and \$50.

Full details on the contest are available from the NAR's public relations department, 155 East Superior St., Chicago, Ill. 60611.

'Watergate U.S.A.' is current NANA series

North American Newspaper Alliance has released a 5-part series on government corruption at state and local levels, "Watergate U.S.A." The series is written by Bruce Felknor, former executive director of the Fair Campaign Practices Committee and currently a board member.

Another recent series from NANA, written by Seith Kantor, explores the career of Donald Nixon, the President's brother.



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Movie ads

(Continued from page 9)

ident of the *Cincinnati Enquirer*, said that the *Enquirer* declines advertising for 'X' rated movies. "We don't like to be in the position of being censor," he said, "but we have always been able to sit down with our local exhibitors and talk it over sensibly."

Better coverage

Several panel members said that despite the newsprint crunch efforts were being made on their newspapers to beef up coverage of amusements, but in response to a question asking "why isn't there more news about movies?" Leonard Pomerantz, sales manager for retail advertising of the *Los Angeles Times* responded:

"As long as news is being made, there's room for news."

He pointed out that the *Times* has 19 full time writers covering the entertainment field, and runs a minimum of 10 columns of entertainment news daily, adding that on a recent Friday the *Times* printed 12½ pages of entertainment news and ads.

He agreed that problems can be solved by better communication, "and all you have to do is pick up your phone. We want you to prosper," he said, "because when you prosper, we prosper."

Pomerantz said, however, that editorial people on his paper "seem to feel that

we're getting less news from the industry PR people than we used to."

He advised the theater people to consider as well "the type of promotion you do. You're selling pictures, but you're not selling theater, not the fun and excitement of going out to the movies."

Carpenter expressed the hope that the new committees might "help you and your industry to get a closer contact with the news side of our newspapers. You need to look at the whole spectrum of the news, not just the entertainment pages. For example our financial news departments are interested in the economics of the industry and of local theaters."

"Don't look down too narrow a road as to what is of interest to our readers," he advised.

Singer names two to direct marketing

Richard E. Lewis, vicepresident and general manager of the Graphic Systems Division of The Singer Company, has announced the appointment of a marketing team to direct the sale of Singer's phototypesetters, paper tape perforators, and editing terminals on a world-wide basis.

James McCallum is appointed director of marketing for the United States. He will direct all marketing and marketing support activities for Singer Graphic Systems products.

Roland Gabadou is appointed director of international marketing. He will direct all marketing and marketing support activities for countries outside the U.S.A.

Large weekly group merges with Landmark

Newspapers Inc., a Kentucky-based group which publishes 23 weekly and semi-weekly newspapers in Kentucky and Southern Indiana, has been acquired by Landmark Communications Inc., Norfolk, Va.

William E. Mathews, president of Newspapers Inc., will serve as president of a newly created division of Landmark, called Landmark Community Newspapers Inc.

In addition to the weekly papers, Newspapers Inc. operates 4 printing plants in Shelbyville, Elizabethtown and Cynthiana, in Kentucky, and Tell City, Ind., making it one of the largest newspaper and commercial printing companies in the south. Another plant is scheduled to begin production in Cincinnati this fall.

Newspapers Inc. is owned by 71 shareholders. Mathews assumed the presidency in 1968 when the corporation was formed through the merger of eight county seat weekly newspapers in Kentucky. After 10 years in the Central Intelligence Agency, Mathews purchased the *Shelbyville Sentinel-News*.

Landmark, headed by Frank Batten, operates six dailies and three Sunday papers in Norfolk, Va. and Roanoke, Va.; a semi-weekly in Galax, Va.; radio and tv properties in Norfolk, and tv in Greensboro, N.C. It also has 37 CATV franchises in 10 states.

1973

Penney-Missouri Awards

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\$12,000 to Winners for the best...

- Sections devoted to the lifestyle of woman and family
- Article and series reporting on a serious subject
- Fashion and clothing coverage

Details and rules for the competition will be mailed to newspapers in mid-September.



Write: Penney-Missouri Awards
School of Journalism
University of Missouri
Columbia, Mo. 65201

(Entry Deadline: Oct. 31, 1973)

N. Y. Times Co. plans to buy daily in N. C.

The New York Times Co., which owns the *New York Times* and 10 newspapers in Florida, has reached an agreement in principle to acquire the *Lexington (N.C.) Dispatch*, a five-day-a-week afternoon daily with 11,159 circulation.

A spokesman for the New York Times Co. told EDITOR & PUBLISHER that as of September 18 "no papers have been signed but they're here today and things are running along smoothly."

The proposed acquisition, the first newspaper by the Times outside of Florida, is being timed to coincide with the planned retirement of Joe S. Sink Sr. as publisher of the North Carolina newspaper.

Others of the Sink family are to remain active in the editorial department and in management of the newspaper—including Fred O. Sink Jr. as editor and co-publisher and Joe Sink Jr. as general manager.

Joe Sink Sr. said that except for his

retirement the operation of the *Dispatch* will remain essentially the same with no change in personnel and management.

Mrs. Fred O. Sink Sr., 93, is the major stockholder in the *Dispatch* Publishing Co., owner of the North Carolina newspaper. Her husband, who died in 1939, started working with the newspaper as a youth and purchased it in the early 1920s.

Newsday asks NLRB to count sealed votes

Newsday has asked the National Labor Relations Board to overrule union challenges of 14 voters in the recent editorial department election held at the Long Island newspaper.

Of 316 editorial employees eligible to vote, 149 voted for representation by Local 406 of the International Printing Pressmen's Union and 138 voted against. An additional 14 votes were sealed and not counted because of challenges by the union.

In a response filed September 14 with the NLRB, *Newsday* it believes the 14 challenged voters are entitled to vote, since all are within the editorial department according to *Newsday*, none were excluded by the union in the consent agreement, and none are automatically excluded by NLRB regulations.

The management said it believes the union was selective and discriminatory in making the challenges, pointing out that other people in similar categories to those challenged were permitted to vote without challenge.

The NLRB is going to conduct an investigation of the dispute and then will make a determination of whether or not the votes involved should be counted. Until that time, the 14 challenged ballots remain uncounted and the election remains undecided.

Lindsay-Schaub papers drop ads for 2 weeks

The Lindsay Schaub newspaper have banned all advertising except for some legal ads for the two week period of September 17 to October 1. The action is being taken to conserve dwindling newsprint supplies.

In announcing the action, president Merrill Lindsay said that each of the seven Illinois papers would reduce to eight pages daily and 12 pages on Sunday for the length of the ban.

But Lindsay also said that the papers would contract with outside jobbers to supply a once-a-week advertising section that would be distributed by the papers each Sunday of the ban.

The recent Canadian rail strike had "gotten things down to where you could only see maybe two weeks in advance on newsprint supplies," Lindsay said. He added that the ban would give the papers "a little more breathing room."

The outside jobbers would have to supply their own paper for the special ad sections.

CIP talks break off, other talks continue

The United Paperworkers International Union said in Montreal September 19 that labor contract negotiations had broken off with Canadian International Paper Co. after the manufacturer rejected the union's latest proposals.

Negotiations had been resumed last week following the settlement with Abitibi Paper Co.

In related developments, newsprint production resumed September 17 at Abitibi Paper Co.'s Iroquois Falls, Ont. plant.

Justin Jordan, manager of the mill, which is the company's largest, said production of about 1,000 tons a day had been resumed.

Negotiations were to resume September 20 between the union and the Eastern Canadian Newsprint group, which includes James MacLaren & Co. Ltd., Quebec North Shore Paper Co., Bowaters Mercy Paper Co. Ltd., Anglo-Canadian Pulp and Paper Mills, Ltd., Domtar Newsprint Ltd.

The union has ratified the contract at Nova Scotia Forest Industries Ltd. (Port Hawkesbury, N.S.) and at E. B. Eddy and Co. (Hull, Quebec). The latter had been on strike for 17 days. The agreements are in line with the Abitibi settlement.

Racial discrimination suit is dismissed

A U.S. District Court Judge has dismissed charges of racial discrimination against WREC-tv.

Judge Harry W. Wellford ruled that the Equal Employment Opportunities Commission filed the charges without proper legal grounds.

The charges were brought July 16 in a civil suit which also accused WREC and its owner, the New York Times Broadcasting Service, Inc., with discrimination against women.

The sex discrimination charge will be considered at a later hearing, Wellford said.

Richard Brackhahn, WREC lawyer, had asked Wellford to dismiss the race discrimination charges since they were brought on the EEOC's own initiative as part of the sex discrimination charge.

In his ruling, Wellford said the agency admitted it had never received a race discrimination complaint against the television station. The complaint it received was filed by a white woman, Camilla J. Wilson, who said the station refused to hire her as a journalist because she is a woman.

After reviewing her complaint, the EEOC issued a notice that it would also accuse the firm of race discrimination since 75 per cent of WREC's employees are white and 40 per cent of the community is black.

The judge produced 1970 census statistics showing that only 33 per cent of all nonwhites in Memphis are 21 or older.

Wellford said the EEOC conceded that 25 per cent of WREC's employees were nonwhite when the investigation began.

Courtroom

(Continued from page 14)

"asking our judges and attorneys to work in present courtrooms is like asking a surgeon to perform a complicated operation in a barber shop."

In addition to classroom use, and studies involving courtroom procedure, court design, security, and the jury decision making process; the school also expects some actual trials to take place in the courtroom. However, the major use of the new facility will be in training attorneys.

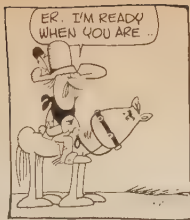
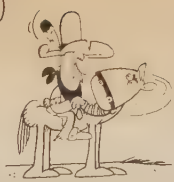
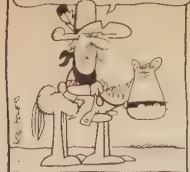
"Teaching the disciplines of legal advocacy to future attorneys needs a creative educational environment, designed and equipped with the newest technology just like medical or engineering students need the best equipped laboratories to practice their specialized skills," said Schaber.

Although the McGeorge people took great pains to show the press that the new press booth was a convenience for them, some newsmen felt the location and "antiseptic" nature of the booth served to insulate press from the main area of the trial.

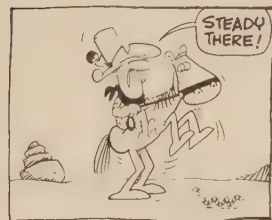
Fred Weybret, publisher of the *Lodi News-Sentinel*, was one. Weybret criticized the placing of the jury which sits with its back to the pressroom, and said the blackboard on which evidence would be displayed to the jury was not visible to the pressroom at all, except when tv cameras are focused on it.

"Lest I sound too critical," he said in an editorial, "let me state that I feel the planners have done much toward designing a more functional, practical courtroom facility for jury trials. But I am convinced there is much to be done to convince the bench and bar of the role of the press and public in guaranteeing basic freedoms of our judicial system."

GIDAP M'LASSES!



RIDING IN from his western locale is a new daily and Sunday comic strip hero "Catfish," who launches a daily and Sunday career October 8 from the Chicago Tribune-New York News Syndicate. Despite the widely-discussed rough going in the syndicate these days, "Catfish" has been signed by 75 papers to date, coast to coast. The title hero, a cavalry scout in the old west and his horse Molasses are the creations of Roger Bollen, who also does his daily/Sunday "Animal Crackers," and Gary Peterman, an art director. Both are Ohioans, located in the Cleveland area.



No matter where you tuck it away, readers will treasure it. (No feature's fans are as fanatic as WORD GAME fans.)

WORD GAME

Find 30 or more words in
SCOOTER
meaning "a child's vehicle."
Average mark, 25 words;
time limit, 40 minutes.

Rules of the game: 1. Words must be of four or more letters. 2. Words which acquire four letters by the addition of "s," such as "bats," "cats," are not used. 3. Only one form of a word is used. 4. Proper names are not used.

Yesterday's word — **GROSSNESS**
gens gorese senor snore ness
gesso gross sensor snore noes
genro roses segno sone nose
gore ross sego sore ergo
gone ogre snore sore engross

UNITED FEATURE SYNDICATE
220 East 42nd Street
New York N.Y. 10017
(212) 682-3020

**DOUBLE
THE
VALUE**

SIDNEY MARGOLIUS,
America's pioneer consumer
journalist, now writes *twice* a
week on the issues that
affect every pocketbook.

**HOUSEWIFE'S
SPECIAL**

His **FOR THE CONSUMER**
tells how to shop for every-
thing from butter and eggs to
TV sets and life insurance.

**EXTRA
SAVINGS**

UNITED FEATURE SYNDICATE
220 East 42nd Street, New York, N.Y. 10017
(212) 682-3020

Nader's newsmen get temporary accreditation

The Standing Committee of Correspondents of the House and Senate Press Gallery has granted six months accreditation to Peter Gruenstein, director of the Ralph Nader-financed Capitol Hill News Service.

The news service is aimed at covering congressmen who are not covered adequately by local media (E&P August 25). The service is financed by Public Citizen, Nader's umbrella organization which also funds research and lobby groups, including Congress Watch, a new group established to monitor Congress and lobby for Nader-backed legislation.

The committee of five correspondents—who pass judgment on applications for admission to press galleries of Congress—debated whether the Nader reporters would engage in lobbying. The committee rules prohibit reporters in the gallery from lobbying.

"If we engage in lobbying, you can simply throw us out," Gruenstein told them. Committee chairman William Eaton offered the motion that the service be given six months accreditation. He said the service should also supply a list of paying customers by January 1.

Gene Bernhardt of UPI said the Nader group should get full accreditation, since attaching conditions to the application would "alert anti-Nader congressmen that we think there's something special about this group."

Both Bernhardt's motion for full accreditation and Eaton's proposal for a list of clients were defeated. A six-month compromise was reached.

Gruenstein said later he was "satisfied" with the committee's decision.

Dispatch News heir acts as literary agent

Reporters News Service, the successor of Dispatch News Service, Inc., is no longer marketing news stories but is now acting as a literary agent for reporters.

Dispatch was the organization that in 1969 marketed the Seymour Hersh stories on the My Lai massacre. The service later changed its name to Reporters News Service.

David Obst, who incorporated the original Dispatch service in 1969, said the news service moved out of the article market because of the need for "adequate representation for authors in Washington."

Obst said Reporters served as literary agent for *Washington Post* reporters Carl Bernstein and Bob Woodward for their Watergate book. Obst said Reporters "sometimes markets book excerpts" to newspapers.

Dispatch News Service International, an unrelated news service that had been marketing foreign dispatches to American newspapers, ceased publication several months ago.

Former E&P reporter wins New York lottery

Don Maley, former EDITOR & PUBLISHER associate editor, has founded Flagship Publications after winning the \$50,000 New York State lottery. Flagship plans to publish two newsletters, one for weekly newspaper publishers and another for weekly editors.

Maley said initial publication of the news letters has been held off until the newsprint crisis has lessened.

Maley won the lottery in 1972 but spent several months looking for weeklies to buy. However, he was unable to find a weekly at the right price, he said.

Rasmusen is named publisher of Gary P-T

Ridder Publications announced this week major executive changes at their newspapers in Wichita, Kans., Gary, Ind., and Niles, Mich.

Darrow Tully, who has been publisher at the *Gary Post-Tribune* and the *Niles* (Mich.) *Star*, has been named general manager of the *Wichita Eagle-Beacon*.

James E. Rasmusen, executive editor of the *Gary Post-Tribune*, has been elevated to the post of editor and publisher.

Tully joined Ridder in 1955 with the *Duluth* (Minn.) *Herald* and *News Tribune*, moving to business manager of the *St. Paul* (Minn.) *Pioneer Press* and *Dispatch* in 1962. He went to Gary in 1966.

Rasmusen went with the *Post-Tribune* in 1946 where he has been wire editor,

news editor, assistant managing editor, and managing editor.

W. J. McCarthy, manager at Gary, was named to take over Tully's publisher duties at Niles, becoming president of Niles Publishing company which publishes the *Star*.

McCarthy was made business manager of the *Post-Tribune* in 1970 and general manager in 1972.

Two St. Louis dailies sue striking Teamsters

St. Louis' two major dailies have filed two separate legal actions against striking Teamsters Local 610 in the four-week-old newspaper strike.

The *St. Louis Globe-Democrat* said it filed suit in federal court alleging unfair labor practices and seeking \$200,000 in damages.

In another action, the *Globe-Democrat* and *St. Louis Post Dispatch* jointly filed charges with the National Labor Relations Board alleging featherbedding, failure to bargain in good faith, a jurisdictional dispute, and a secondary boycott. The NLRB said it was investigating.

No negotiations are scheduled in the strike, after negotiations broke down last Friday.

Progress had been reported earlier by both sides, and an imminent settlement had been hinted at. Harold Gibbons, international vicepresident of the union, said prior to the halt in negotiations that "we're closer than we ever have been."

Radiation test

(Continued from page 7)

Two operating Harris 1100 terminals in UPI's newsroom in New York City were selected at random. The equipment was surrounded by precalibrated X-ray film for periods ranging from three to nine hours. A total of 50 sheets of 10 inch by 14 inch Kodak NS2T film were used.

No different than background

White said the film revealed "no significant difference" in radiation from the normal background radiation figure of .433 milliroentgens.

The maximum continuing radiation exposure permitted under OSHA standards in 14 rems per calendar quarter, based on an 8 hour 5 day work week. To achieve this figure, White said, the exposure rate would have to exceed 2.6 milliroentgens per hour. (A rem is the radiation effect produced by one roentgen.)

UPI, in a memo to personnel managers and to editors, gave this announcement of the OSHA tests: "OSHA reported that the tests, in which two operating VDT terminals were surrounded by X-ray film, revealed no more than background radiation. An examination of the terminals in which cathode ray tubes are used for preparing and editing copy, was requested recently by the Wire Service Guild. Earlier UPI had reported to the Guild that tests conducted at the University of Florida showed the same results."

Past Week's Range of Stock Prices

NEWSPAPERS		9/12	9/19
Affiliated Publications (OTC)	8 3/4	7 1/4	
American Financial Corp. (OTC)	11 3/4	13 1/2	
Booth Newspapers (OTC)	20	19 3/4	
Capital Cities Com. (NYSE)	44 1/2	43 1/4	
Com Corp. (OTC)	3	6 3/4	
Cowles Cos. (NYSE)	28 1/2	29	
Dow Jones (OTC)	2	1 1/2	
Downe Comm (OTC)	32 1/2	36 1/4	
Gannett (NYSE)	9 1/2	9	
Gray Comm. (OTC)	10 3/4	9 3/4	
Harte Hanks (NYSE)	34	34 1/4	
Jefferson-Pilot (NYSE)	34	34 1/4	
Knight (NYSE)	14 1/4	14 1/4	
Lee Enterprises (AMEX)	34 1/2	34 1/2	
Media General (AMEX)	34 1/2	35	
Multimedia (OTC)	20	20	
New York Times (AMEX)	12 3/4	12 3/4	
Panax (OTC)	3 3/4	3 3/4	
Post Corp. (NYSE)	11 1/4	10 3/4	
Quebecor (AMEX)	16 1/2	16 1/2	
Ridder Publications (NYSE)	29 3/4	29 1/2	
Southam Press (CE)	12 1/2	12 1/2	
Spiegel (OTC)	13	13 1/4	
Thomson Newspapers (CE)	37 1/2	36 3/4	
Time Inc. (NYSE)	18 1/2	18 1/4	
Times Mirror (NYSE)	24 1/2	24 1/2	
Toronto Star (CE)	20 3/4	24 1/4	
Washington Post (AMEX)	13	13 1/4	

SUPPLIERS

Abitibi (CE)	13	13 1/4
Addressograph Multi (NYSE)	12 1/2	12 3/4
Alden Electronics (OTC)	1	
Allair (OTC)	37 1/2	37 1/2
Analo-Canadian (CE)	17 1/4	17 1/4
B. C. Forest (CE)	21 3/4	21 3/4
Berkey Photo (NYSE)	12 1/4	14 3/4
Boise Cascade (NYSE)	13 1/4	13 1/2
Compugraphic (AMEX)	21 1/4	22 3/4
Compuser (OTC)	32	32 1/2
Crown Zellerbach (NYSE)	32 1/2	35 1/4
Cutter-Hammer (NYSE)	16 1/2	16 1/2
Davco (NYSE)	84 1/4	91 1/4
Digital Equipment (NYSE)	23 3/4	23
Domtar (AMEX)	54 3/4	57 1/4
Dow Chemical (NYSE)	16 3/4	17 1/2
Dymo (NYSE)	13 1/2	13 1/2
ECRM (OTC)	11 3/4	13 1/4
Eastman Kodak (NYSE)	11 3/4	14 3/4
Ehrenkrantz Photo (AMEX)	30 1/4	31 1/2
Eltra (NYSE)	57	59 1/4
General Electric (NYSE)	36 3/4	38 1/4
Georgia Pacific (NYSE)	23 3/4	24 1/2
Grace, W. R. (NYSE)	26 3/4	26 3/4
Great Lakes Paper (CE)	51 1/2	52 1/2
Great N.ekoosa (NYSE)	29 1/4	32 1/4
Harris Intertone (NYSE)	7 1/4	7 1/4
Inmont (NYSE)	44	44 1/4
International Paper (NYSE)	30 1/2	35
Itek Corp. (NYSE)	41	43 1/4
Kimberly Clark (NYSE)	43 1/2	45 1/2
LoElectronics (OTC)	33 3/4	34 1/2
MacMillan Bloedel (CE)	16 3/4	20 3/4
Mallinckrodt (NYSE)	8	7 1/2
Minnesota Min. & Mfg. (NYSE)	82 3/4	86
Photon (OTC)	11 3/4	11 3/4
Richardson (NYSE)	27 3/4	28 1/2
Rockwell Intl (NYSE)	53 1/2	50 3/4
Singer (NYSE)	16 3/4	16 3/4
Southland Paper (OTC)	9	8 7/8
Southwest Forest Ind. (NYSE)	18 3/4	19
Sun Chemical (NYSE)	13 3/4	14 1/2
Wheelabrator-Frye (NYSE)	13 1/2	14 1/4
White Consolidated (NYSE)	9 3/4	9 3/4
Wood Industries (AMEX)	11 1/4	11 1/4

ADVERTISING AGENCIES

Doremus (OTC)	5	5
Doyle, Dane, Bernbach (OTC)	12 3/4	11 3/4
Footo. Cone. Belding (NYSE)	11 3/4	11 1/2
Frank, Clinton E. (OTC)	10 3/4	10 3/4
Grey Advertising (OTC)	9 1/2	9 1/2
Interpublic Group (NYSE)	14 1/4	13 3/4
Needham, Harper & Steers (OTC)	10 3/4	10 3/4
Ogilvy & Mather (OTC)	20 1/2	23
PKL Co. (OTC)	3 1/2	7 1/2
J. W. Thompson (NYSE)	13 3/4	13 1/2
Tracy-Locke (OTC)	4 3/4	4 3/4
Wells Rich Greene (NYSE)	11 1/4	11 1/4

Matula joins Newhouse

Richard Matula has joined the New York sales staff of Newhouse Newspapers as sales group manager for the *Portland Oregonian* and the *Oregon Journal*. He will also be responsible for liaison between major New York advertising agencies and Newhouse Newspapers.

Prior to joining Newhouse Newspapers, Matula has been with Branham-Moloney, newspaper representatives.

Knight promotions

(Continued from page 7)

and general manager of the *Miami Herald* before becoming its president in 1969.

He has been executive vicepresident of Knight Newspapers since 1967.

A past president of the Greater Miami Chamber of Commerce and Goodwill Industries of South Florida, Chapman was named Dade County's outstanding citizen in 1969. He and his wife Betty make their home in Miami.

At the conclusion of the fall meeting of the Knight Newspaper board of directors, James L. Knight made the following statement:

"I am relinquishing my responsibilities as chairman of the board and chief executive officer of Knight Newspapers, Inc., to become chairman of the company's executive committee.

"While I want to be relieved of the direct, day-to-day management responsibility, and devote more time to personal interest, I will continue to be active in the overall direction of our company. In addition to serving as a director, a member of the operating committee, and chairman of the executive committee, I will continue to be active in acquisitions and in the establishment of company-wide goals and policies.

"I am now concluding some projects of considerable importance to the future of Knight Newspapers and am looking forward to having more time soon to pursue my personal interests.

"I have been planning this step for some time, and it was made easier by the knowledge that we have a skilled and experienced management team, qualified in every respect to direct the affairs of Knight Newspapers.

"In Lee Hills and Alvah H. Chapman, Jr. we have two outstanding newspaper executives who have helped make Knight Newspapers one of the leaders in the industry. They are well equipped to lead its further development. I am tremendously proud of the organizational depth that has been established in our company.

Classified Advertising

**BENEFIT FROM OUR VAST
NEWSPAPER AUDIENCE**

FEATURES AVAILABLE

ANTIQUES



Antiques in America

"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

CAREERS

LIVELY, AUTHORITATIVE column on working women, jobs and women's image. Big market. Send for samples and prices. Gateway Syndicate, Box 9175, St. Louis, Mo. 63117.

CONTESTS

PLAY "BINGO NAMES" IN YOUR NEWSPAPER. The new people-pleasing fun game for all ages. Readers use their own names to play this fascinating, addictive, computerized, alphabetical take-off on "Bingo"! Implement for Circulation, Merchant Tie-In, etc. (Let us help you count the ways!) Send for sample package: NUWORD GAME, INC., BOX 413, SOUTHFIELD, MICH. 48075.

GENERAL

CONTEMPORARY FEATURES

Today's features for today's people: Contemporary Newsfeature of the Week, Changing Woman, Stock Pot, Future Tense. The new subjects in new style. For samples, write Contemporary Features, Box 404, Chappaqua, N.Y. 10514. Today!

LAW

FAMILY LAW AND TAXES—Written by lawyer, datedlined Washington, column is now in third successful year in suburban weekly. Two sample columns free. 8817 Higdon Dr., Vienna, Va. 22180.

PARENT TIPS

PAUL'S PARENT TIPS—Lively answers to questions all kids (and adults) pose. 20 years experience. Samples. P. Burns, 436 Morse, Dayton, Ohio 45420.

REAL ESTATE

REAL ESTATE TAX IDEAS written by nationally known tax attorney in sparkling prose. Tax saving techniques for real estate pros and laymen. Gerald J. Robinson, Dogwood Ct., Stamford, Conn. 06903.

TRAVEL

YOUR WEEKLY TRAVEL and recreation page or supplement. No work for you, only profit. Travel Rates & Places, Box 246, Woodside, N.Y. 11377.

ANNOUNCEMENTS

NEWSPAPER BROKERS

IT'S NOT THE DOWN PAYMENT that buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.

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Box 189, Mount Pleasant, Mich. 48858

ROBERT N. BOLITHO
Newspaper sales, appraisal, consulting. Now located convenient to Kansas City International Airport. Krehbiel-Bolitho Newspaper Service. New address: 10000 West 75th Street, Shawnee Mission, Kans. 66204. Office: (913) 236-5280; Res: (913) 381-6815.

SYD S. GOULD ASSOCIATES
"the broker with instant buyers"
SALES, SERVICES, MANAGEMENT
134 S. Panama St., P.O. Box 7267
Montgomery, Ala. (205) 262-2411

NEWSPAPERS FOR SALE

16,000 CIRCULATION tabloid weekly. \$125,000 gross, starting third year. Good potential. (I'm tired.) Free Press, Selma, Ala. 36701.

WESTERN KANSAS OFFSET WEEKLY, exclusive, serves wide area, gross \$85,000, priced \$90,000, 29% down. Robert N. Bolitho, 10000 W. 75th St., Shawnee Mission, Kans. 66204.

SALE OR LEASE: Entertainment, art weekly in Zone 2 capital area; potential; needs ad man; possible for team; wonderful terms. Box 1552, Editor & Publisher.

3-YEAR-OLD OFFSET WEEKLY in bustling Long Island city of 35,000. Terrific potential, growing area. Box 1557, Editor & Publisher.

ESTABLISHED "MOBILE HOME" TAB. Un-tapped expansion, 2 operate, \$18,000. Mobile Home Messenger, 35588 Cornell Dr., Yucaipa, Calif. 92399. Ph: (714) 977-6850.

ANNOUNCEMENTS

NEWSPAPERS FOR SALE

OFFSET WEEKLY established 1908 in Area 3, County seat, circulation over 4M. Ideal for husband-wife aggressive team. Good businessman could double current \$65M gross in a year. Computer typesetting, own camera and press. Publisher moving back to metro area. Award-winning paper. Box 1285, Editor & Publisher.

TWIN SUBURBAN WEEKLIES on Long Island, N.Y. Real estate, business and equipment. Box 1545, Editor & Publisher.

RAPIDLY EXPANDING weekly offset newspaper (4000 paid)/shopper (23,000 free) combo on Florida's booming West Coast. Potential, including three weekly or daily, unlimited. Gross almost doubled in past year to nearly \$200,000 and still climbing. \$250,000 with easy terms. Box 1548, Editor & Publisher.

PROFITABLE OFFSET suburban weekly. Upper Area 3 metro county. Paid circulation 4M plus, \$100,000 gross. Owner moving up. Ideal man and wife situation. 1 1/2 gross. Terms. Box 1549, Editor & Publisher.

Rocky Mountain Newspapers
BILL KING ASSOCIATES
2025 Foothills Rd., Golden, Colo. 80401.
(303) 279-6345

EXCLUSIVE COUNTY DAILY in Zone 8, grossing over \$225M, price \$237M, building \$50M, 29% down. Dean D. Sellers, Broker, 808 N. Miller, Mesa, Ariz. 85203.

AREA 5 recreation monthly. Good potential, circulation 10,000. Low price. Box 1534, Editor & Publisher.

WASHINGTON STATE: Bright, profitable, growing twice weekly, captive shopper, second weekly (new), expansion plans galore; average 20% growth per year last 4 years. Sell \$85,000 now, higher as acquisitions dictate. Box 884, Editor & Publisher.

CLASSIFIED ADVERTISING Order Blank

Name

Address

City State Zip

Authorized by

Classification

Copy

☐ Assign a box number and mail my replies daily

To Run: Weeks Till Forbidden

Please indicate exact classification in which ad is to appear.

Mail to: EDITOR & PUBLISHER • 850 Third Ave. • New York, N. Y. 10022

ANNOUNCEMENTS

BUSINESS OPPORTUNITIES

IDAHO ANNUAL outdoor magazine. Outstanding opportunity in growing recreational field. Write P.O. Box 7-F, Arvada, Colo. 80001.

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APPRAISALS FOR ESTATE, TAX, partnership, loan and insurance purposes. Sensible fees. Brochure, M. R. Krehbiel, Box 88, Norton, Kans. 67654.

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Daily Sales, Appraisals: (714) 982-0424

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Conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (313) 446-0571 daytime; (313) 733-8053 nights; or write Box 3364 Clearwater Beach, Florida 33615. No obligation, of course.

ANNOUNCEMENTS

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On file — over 300 active qualified buyers for your daily, top weekly or shopper. Ridge Road, Hardwick, Mass. 01037. Phone (413) 477-6009.

The DIAL Agency, 1502 Nazareth, Kalamazoo, Mich. 49001, Ph: 349-7422; "America's No. 1 Newspaper Broker."

Negotiations for sales, purchasing, appraising of newspapers our business.
CLARENCE W. TABB & ASSO.,
6614 Rutgers Street
Houston, Texas 77005
Ph (713) 664-9414

ANNOUNCEMENTS

NEWSPAPERS WANTED

WEST-GERMAN NEWSPAPER GROUP wants isolated non-competitive situated daily grossing \$1,500,000 up to \$10,000,000. Purchase or partnership. Prefer Zones 1, 2, 3. Replies to Box 1542, Editor & Publisher handled in strict confidence.

WE HAVE SOLID BUYERS FOR TOP DAILIES AND WEEKLIES. Newspaper Service Company, Inc. P.O. Dr. 12428, Panama City, Fla.

BUYERS AVAILABLE for quality dailies (all sizes) and large weeklies, letterpress or offset. Prospective sellers invited to inquire in confidence. Brokers protected. W. W. Spurgeon Jr., consultant, 550 Merchants National Bank Building, Muncie, Ind. 47305. (317) 289-9966.

CLASSIFIED

Advertising Rates

"POSITIONS WANTED"

(Payable with order)

4-weeks\$1.15 per line, per issue
3-weeks\$1.25 per line, per issue
2-weeks\$1.35 per line, per issue
1-week\$1.45 per line.

Count 5 average words per line or 38 characters and/or spaces
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra

Do not send irreplaceable clippings, etc. in response to 'help wanted' advertisements until direct request is made for them. E&P cannot be responsible for their return.

"ALL OTHER CLASSIFICATIONS"

(Remittance should accompany classified copy when submitted unless credit has been established).

4-weeks\$1.70 per line, per issue
3-weeks\$1.80 per line, per issue
2-weeks\$1.90 per line, per issue
1-week\$2.00 per line.

Count 5 average words per line or 38 characters and/or spaces
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and count as an additional line in your copy.
Air-mail service on box numbers also available at \$1.00 extra.

DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is \$3.60 per agate line—\$50.40 per column inch minimum space.

Classified Contract Rates Available On Request

WEEKLY CLOSING TIME

Tuesday, 4:30 PM New York Time
Box numbers, which are mailed each day as they are received, are valid for 1-year.

Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022
(212) 752-7050

ANNOUNCEMENTS

NEWSPAPERS WANTED

NEWSPAPERMAN, 12 years experience, desires large weekly/small daily. Box 1283, Editor & Publisher.

WE HAVE QUALIFIED BUYERS for dailies and large weeklies. Information strictly confidential.
DIXIE NEWSPAPERS, INC.
P.O. Box 400, Gadsden, Ala. 35902
Ph. (205) 546-3366

PERIODICAL SUBSCRIPTIONS

FREELANCER'S NEWSLETTER: the semimonthly forum where publishers announce their needs for freelance help on editorial/graphics projects. An invaluable tool for writers, artists, editors, photographers, printers and all who freelance in publishing. \$16.00 yearly. New Subscription Department, 250 W. 57th St., New York, N.Y. 10019.

MACHINERY & SUPPLIES

BINDERY

PAPERMAN COLLATOR/INSERTER. full or tab sigs, plus quarter fold, wrapper and tye attachment. Brand new (job discontinued). Save dollars. Phone (616) 945-9554, Hastings, Mich.

COMPOSING ROOM

LINOTYPE Model 30, hydroquadder, Margach feeder, 6 molds, 8 magazines. Excellent. 1995 our floor. Running. (Several 14's and 8's).

LINOTYPE MAGAZINES—\$75 each.

1 PREMIER Rotary Shaver, Serial No. 5223721—\$500.

1 DEWITT top plate burner. Excellent. \$995.

10 TONS Linotype metal. Excellent analysis. Per lb., 20¢.

Call Tom Brockett, collect.
(313) 962-3703.

GOOD BUYS—offset composition equipment (trade-ins for Compugraphics) from clean plants and proud owners: Justowriters, used Compugraphics, Fototype Compositors, Headliners, Fairchild PTS 2020, Photon 713-5, Linofilm Quick, ATF Varitypers, etc. National Publishers' Supply Corp., Berlin, Wis. 54923 or 18 W. 22nd, NYC 10010.

ALL MODELS

Linotypes—Intertypes—Ludlows
PRINTCRAFT REPRESENTATIVES
136 Church St., N.Y.C. (212) 964-1370.

PHOTON 560's (2)—Discs, parts, etc. Perfect condition. Make offer. (312) 834-0900, ext. 10.

COMETS "600" Series, TTS, electric pot, mat detector, #1975, as is where is, S. F. \$1500. Other COMETS: #1977, #3361, #3442, #3698.

LINOTYPES, Model 35, #61,185; Model 36, #68252. Spare parts, mats, magazine racks.

INTERTYPES, F-4, F-4-4, G-4-2; Saws, Vandercook Proof Presses, Ludlow, Universal Cabinet, L.R. mats, Elrod.

Write or phone
CLAREMONT PRESS
506 Arballo Dr.
San Francisco, Calif. 94132
(415) 587-2866

JUSTOWRITERS—COMPUGRAPHIC
All models. Service provided by manufacturer. FHN Business Products, Church Rd., Mt. Laurel, N. J. 08057. (609) 235-7614.

ENGRAVING

HELL-KLISCHOGRAPH Model K181 and control console. Excellent condition. Engraves dry from magnesium plate. Best offer. Call Mr. Gervon, (609) 989-7800.

FAIRCHILD JOURNALIST Scan-A-Graver, Model 405D, with Scan-A-Plate storage cabinet model 592F2, and Microscope, \$1,000. Do-All Band Saw with pica gauge and vacuum, \$750. Coast Printing Equipment Co., 508 4th St., San Francisco, Calif. 94107.

MACHINERY & SUPPLIES

ENGRAVING

NuARC Flitop Platemaker—Model FT 40UPNS

di-ARC Plate Bender (rolling and curving machine)—Model M1835

CARLSON Plate Finisher (router)—Model 60

STA-HI Curved Plate Router

WOOD PONY Autoplate—22½" cutoff (Compression lockup)

STA-HI Master Former (2)—Model MF-3

STA-HI Premier Rotary Shaver
#9276350H1

KEMP melting Unit (7 ton)

DM-35 Master Etch

1 MASTER Plate Whirler

1 LUDLOW and molds

1 HAMMOND stripper saw

All equipment is in good condition. Contact: George Weitzel, Production Manager, Globe-Gazette, Mason City, Iowa 50401.

MAILROOM

MUELLER INSERTING MACHINE Model EM10-N. Includes 1 main section feeder, 1 opening station, 1 insert feeder and conveyor belt delivery unit; with electrical equipment and controls. Call or write Somerset Publishing Co., 320 Campus Dr., Somerset, N.J. 08873. (201) 469-0400.

MATERIAL FOR SALE

SAVE MONEY on cold type paper and litho films. National Publishers' Supply (NAPSCO), Berlin, Wis. 54923, phone (414) 361-0660, or 18 W. 22nd, NYC, 10010, phone (212) 691-9850.

NEWSPRINT

ROLLS ALL SIZES—BEHRENS Pulp & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.

Call or write:

PORTAGE (216) 929-4455
Box 5500, Akron, Ohio 44313

PRESSES & MACHINERY

COLOR KING, 2 units, 2 roll stands, quarter folder, counterstacker, electric roll hoist, ink agitators, can see running, new 1964. E. H. Richey Co., 1417 Georgia St., Los Angeles, Calif. 90015. (213) 748-5954.

GOSS UNIVERSAL PRESS UNITS, roll stands, former, etc. Giveaway prices. Bill Schoepke, Paddock Publications, P.O. Box 280, Arlington Heights, Ill. 60006.

GOSS URBANITE, 6 units, excellent condition.

GOSS 4 unit Suburban.

COTTRELL 4 or 5 unit V-15, excellent condition.

COTTRELL VANGUARD, 22½" x 31. 2 unit.

COTTRELL N-700, 5 unit, new 1970.

IPC, Inc.

401 N. Leavitt Street,
Chicago, Illinois 60612
Phone: (312) 788-1200

GOSS COMMUNITY, 3 units with folder. 15 hp, 1965-66 model. One unit has sidelay. \$39,000. NEWS KING add-on unit. Brand new with roll stand, \$14,500. NEWS KING (2) add-on units. Stacked with stacked roll stands. Brand new, \$29,000. NEWS KING folder, used. Excellent condition. 15hp, hoist, all controls, \$7,500. N. J. Babb, Box 1777, Spartanburg, S.C. 29301. (803) 685-3678.

MACHINERY & SUPPLIES

PRESSES & MACHINERY

2-UNIT AFT-WEB press, 22½" x 35" including rollstand, ¾ folder, compressor and hoist. Price \$23,500. Ph: (503) 282-8211.

6-UNIT SUBURBAN, folder. Also 3 single Suburban units. 3-unit Community. Claremont Press, 506 Arballo Dr., San Francisco, Calif. 94132. (415) 587-2866.

Hoe Color Convertible

6 units, 3 Super imposed Color Plate Cylinders, 22½" cutoff, double balloon formers, skip slitters, reels, tensions, pasters, speed 50,000 per hour, manufactured 1952-64.

Goss Headliner Mark I

7 units, 2 Color Cylinders, 23½" cutoff.

Goss Urbanite

5 units, 1 heavy duty folder, 1 standard folder with ¼ page attachment, 5 sets standard roll arms, 3 sets reels, tensions and pasters.

UNIVERSAL PRINTING EQUIPMENT CO., INC.

Lyndhurst, N.J. 07071
(201) 438-3744

SACRIFICE: Complete Web offset plant. Everything you need for large weekly or small daily. 3 unit Color King, complete darkroom, Photon, processors, bundler, light tables, waxers, etc. Located in Lubbock, Texas. Make offer. Call Mr. Coker, (806) 762-0601 or (806) 792-8969.

6-UNIT COTTRELL V-15A, installed new December 1972. Includes 30hp drive, 50" roll stands, Baldwin water system, hoist, related miscellaneous. This is a rare buy in a press of this size, this age. \$100,000. Delivery in 4 weeks.

6 unit COTTRELL V-15A, 7 months old, complete Save \$50,000
2 unit NEWS KING, excellent condition \$23,500

NEWS KING units for add-on, reconditioned, rollstand \$10,000
3 unit VANGUARD \$20,000

OFFSET NEWSPAPER EQUIPMENT
P.O. Box 226 Norcross, Ga. 30071
(404) 448-6550

GOSS HEADLINER Mark I, 6 units plus double color deck. Cutoff is 23-9/16. New 1962. Box 1563, Editor & Publisher.

GOSS DEK-A-TUBE PRESS, 16 page, No. DK144, with Goss Folder, quarter fold, electric Chain hoist and track, \$7,250. M.A.N. Hydraulic Mat Press No. 3112, Type 730-T, \$3,500. Big Chief 5000 lb. Metal Furnace with Lodestar electric hoist, 3 unit water cooled pig molds, gas, 4000 lb. 4 truck, \$250. Goss Tubular Plate Caster with electric fired Goss Metal Furnace 4000 lb. with motor driven air pump, \$1,500. Goss Curved Plate Finisher No. 1055, 3 HP motor, \$1,500. Sta-Hi Mat Former, \$500. Premier Rotary Shaver, 18x24 bed, \$1,000. Royle Router, 1 HP, \$250. Hammond 8 Col E-Z Caster with gas furnace, \$350. Wesel H.D. Metal Saw and Edger with rolling edger table, \$500. Carlson Plate Finisher, \$150. Tubular Curved Plate Router, \$200. Hamilton Full Pace Storage Cabinet with electric lift, 3000. Coast Printing Equipment Co., 508 4th St., San Francisco, Calif. 94107.

STEREOTYPE

GOSS SUPER MAT ROLLER—Like new. Cost \$12,000, price \$4500. Excellent condition. Call Tom Brockett collect at (313) 962-3703.

MACHINERY & SUPPLIES

STEREOTYPE

WALKER TURNER Band Saw, 16" throat, serial 0000410.
 HOE COMBINATION Saw and Trimmer, Serial 1280.
 HOE JIGSAW and Drill, Serial 400.
 HOE FLAT ROUTER, Serial 672.
 STEEL TABLE, 28" x 12".
 STA-HI Premier Shaver, Serial 1156353H1, Spare Blade.
 HAMMOND Easy Caster, Electric, Serial 1290.
 HAMMOND Easy Caster, Gas, No Serial #.
 STA-HI Curved Router, Serial 73655, 22 1/2" cut off.
 STA-HI Curved Router, Serial 15726, 22 1/2" cut off.
 STA-HI Form-O-Scorch, Serial N6798, 22 1/2" cut off.
 STA-HI Form-O-Scorch, Serial A5009, 22 1/2" cut off.
 WOOD PONY Autoplate, Serial 2560, 22 1/2" cut off.
 WOOD PONY Autoplate, Serial 1220P, 22 1/2" cut off.
 HAMMOND FLAT ROUTER, Serial 1566.
 HOE MAT ROLLER, Serial 1194.
 HOE MAT ROLLER, No Number.
 KEMP Metal Pol. Electric, Serial 973.
 2 CURVED APS Curved Scorers.
 2 FLAT APS Scorers.

CONTACT PAUL J. MAJOR, THE BERSHIRE EAGLE, PITTSFIELD, MASS. 01021. TEL. (413) 447-7311.

WANTED TO BUY

ONE CHESHIRE BASE wanted, Model #528. Call collect: (201) 469-0400, Tony Mastroicchio or Bob Murphy.

ADDITIONAL NEWSPRINT NEEDED. White 30 or 32 pound sizes. Will take 31-, 32- or 33-inch widths, 40-inch or less diameter. Any amount up to a carload. Call Mr. Smith or Mr. Barnes collect at (502) 726-9507.

USED PAPER ROLL HANDLER IN GOOD CONDITION. BOX 1570, EDITOR & PUBLISHER.

NEW JERSEY PRINTER requires additional newspaper. White 32 pound—sizes 15", 30", 45" or 60" widths. Can use 400 tons. Reply to Box 808, East Norwich, N.Y. 11732 or call Roy Lach, (516) 433-1720.

GOSS MARK 1 Headliner, 4 or more units. 22 1/2-inch cutoff. Color deck, automatic pasters. Balcon formers.

CLAREMONT PRESS
 506 Arballo Dr.
 San Francisco, Calif. 94132

USED ADDRESSOGRAPH top drawer 1800 for CB plates, Contact Ken Herb, P.O. Box 567, Green Valley, Ariz. 85614. (602) 625-4205.

NEWSPAPER SERVICES

BOY CREWS

•• BOY CREWS ••

Established reputation — Well experienced with Midwest and Eastern newspapers. Our crew managers are furnished station wagons, base salary, bonus, weekly expenses and many other benefits. Let us help you get the job done.

Box 1505, Editor & Publisher

PRESS ENGINEERS

Newspaper Press Installations
 MOVING—REPAIRING—TRUCKING
 Expert Service—World Wide
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 1 Sherman Avenue
 Jersey City, N.J. 07307
 (201) 659-6888

PRESS TIME AVAILABLE

CIRCULARS—Newsprint. Press time for 4-8-12-16 page tab. Write phone for quote. Tribune-Record, Inc., P.O. Box 306, Cadillac, Mich. (616) 775-3361.

EDITOR & PUBLISHER

Help

Wanted

ADMINISTRATIVE

MIAMI BEACH, FLORIDA daily paper and 4 weeklies plus heavy printing outside papers and reprints, wants general manager, all phases, all departments. Complete resume to Bruun, Miami Beach Sun-Reporter, Box 420, Miami Beach, Fla. 33139.

GENERAL MANAGER WEB OFFSET

Modern plant offers growth opportunity to self-motivated shirt sleeve executive. Investment encouraged. Excellent location, Zone 2. High potential over present \$1,000,000 volume. Reply in confidence to Box 1430, Editor & Publisher.

TOP NOTCH ADMINISTRATOR — Large, established distribution and publication firm presently operating in 4 states needs top quality administrator for San Diego, California branch. Experience in advertising and circulation helps, but not necessary. Starting salary \$20,000 plus incentive for right individual. Send resume to CBA of California, Streckies Bldg., 121 Broadway, Suite 245, San Diego, Calif. 92101.

JUNIOR ACCOUNTING EXECUTIVE

Central office of major newspaper group offers excellent opportunity and future prospects for energetic person with newspaper accounting experience. Keyed to requirements but applicant should be familiar with usage: FICA Tax Reports and other routine Accounting procedures. Most important is freedom to travel to assist in accounting problems, staff training and internal auditing. Central office time spent in analyzing reports, monitoring accounts receivable and budget preparation. Full training provided to successful candidate. Send full resume to Box 1515, Editor & Publisher.

EDITOR/BUSINESS MANAGER combination, Hailey, Idaho. 3200 circulation county seat weekly 12 miles from Sun Valley. Livestock-resort oriented economy. Must be thoroughly experienced in all phases of weekly offset operation. Central plant offset printing. We have 4 county seat weeklies in Southern Idaho. Good opportunity for aggressive person. Salary and commission on increases. Hospitalization, life insurance, pension plan, paid by company. Send full resume to Gordon Glasman, Northside News, Jerome, Idaho 83338.

CONTROLLER

A major Florida newspaper is seeking an aggressive person in the financial field as Controller, who has extensive experience in budgeting, cost control and forecasting. He will be responsible for accounting functions that include financial reporting, billing and accounts receivable. He should have the technical capacity through training and experience to handle a medium sized company's daily financial operations. Those interested should include in a resume experience and educational background, personal data and salary requirements. Reply to Box 1533, Editor & Publisher.

ADVERTISING ART

ART AND LAYOUT ARTIST sought by Advertising Department of large daily newspaper in Zone 3. Individual needed to upgrade department. Should have experience in routine daily ad layouts as well as imagination and creativity in design for speculative campaigns, special supplements, brochures and pamphlets. Will supervise three person department. Salary negotiable. Company offers excellent fringe benefit program. Full resume and examples of work requested. Send to Box 1507, Editor & Publisher.

HELP WANTED

CIRCULATION

OPPORTUNITY for able, aggressive and ambitious circulator to participate in growth of an outstanding 23,000 afternoon and Sunday daily in a competitive market. Opening now for assistant circulation manager. Send resume to Bill Sickels, Circulation Director, Daily Camera, P.O. Box 591, Boulder, Colo. 80302.

SUPERVISOR HOME DELIVERY

We are seeking an experienced home delivery supervisor on a large metro who feels he has little opportunity for advancement.

We are a large morning and Sunday in Zone 2, and offer a rare opportunity for a person who will start us as a supervisor to prove his ability and learn our system, then advance to assistant circulation manager with extremely good possibility of Circulation Manager. This position is with one of the largest publishers in the U.S. Send complete resume to Box 1500, Editor & Publisher.

CIRCULATION MANAGER. Community of 10,000, circulation 8,000. Must know carrier problems, sales, mail-room, motor routes. Advancement opportunities. Write A.V. Lund, Shaw Newspapers, Dixon, Ill. 61021.

ZONE 5 morning-evening Sunday growing newspaper needs a City Circulation Manager. Should have experience with street sales, trucking and union labor. Excellent opportunity with retirement, accident-health and life insurance. Car furnished. Salary open. Send detailed resume to Box 1540, Editor & Publisher.

OPPORTUNITY

One of the Midwest's most progressive newspapers is searching for an assistant circulation manager. Our circulation is under 40,000 and we offer a superb package of fringe benefits. Let us hear from you in confidence. Box 1532, Editor & Publisher.

IF YOU ARE ON THE WAY UP . . . If you are a district manager and need to move up to a 25,000 circulation daily in Zone 5, let's talk things over. We have a lot going for us and for you—good fringes, good living, good people. Box 1536, Editor & Publisher.

CIRCULATION MANAGER for small 6-day daily. Beautiful, fast growing city 30 miles from Disney World. Prefer ambitious assistant ready to move up. Great growth potential. Salary open. Call Publisher—(813) 422-4991 or (813) 676-2571.

TRANSPORTATION MANAGER

Major Zone 2 daily seeking aggressive, experienced transportation manager. Will handle responsibility of entire driver complement to include scheduling, budget, overtime reduction, union relations, discipline and hiring. Requires 5 to 8 years applicable experience in union environment. Send resume and salary requirements to Box 1555, Editor & Publisher.

AGGRESSIVE SALES and service take-charge person for home delivery zone manager on 6-day morning. Filed operator experience essential. Your future is excellent if you can produce. Send complete resume of what you have done and salary requirements to Box 1523, Editor & Publisher.

CIRCULATION MANAGER for 9,500 6-day evening newspaper. Take charge of distribution. Excellent opportunity to move up to No. 1 post and earn excellent salary. Assistant furnished. Car with us as we move to new plant in 1974. Contact D. J. Bullock, Sturgis Journal, Sturgis, Mich. 49091. Ph: (616) 651-5407.

HELP WANTED

CIRCULATION

CIRCULATION MANAGER, experienced, for Area 2 weekly newspaper chain. Growing company needs take-charge individual for voluntary-paid newspapers and one ABC-paid. Salary to 15K, depending upon ability, versatility, performance. Box 1581, Editor & Publisher.

GOT A SOLID circulation background with new ideas for the future? This is the person we are looking for to be circulation manager. We are particularly interested in someone who is promotion minded and could develop plans for 100% circulation for special occasions. No holds barred on other ideas. We are a solidly-based 31,000 daily located in a prime recreation area in Kentucky with excellent insurance, pension and vacation plans. Please write directly, stating salary requirements, or call Bob Grimm, days (502) 443-1771; after 5 PM (502) 443-7088. The Sun-Democrat, P.O. Box 30, Paducah, Ky. 42001.

DISPLAY ADVERTISING

ADVERTISING MANAGER for weekly group. \$250 minimum. Room for growth. Must be able to sell, direct others. Phone or write C. H. Grose, Journal Newspapers, 72 W. High St., Ballston Spa, N.Y. 12020. (518) 855-4341.

AD DIRECTOR

Revitalized 50,000 circulation daily in Area 2 with unlimited growth potential, needs aggressive ad leader. Area is excellent for living and working. Must have sales ability and be able to hire and train and motivate staff to produce superior results. Key spot to advance to general management. \$20,000 plus starting salary, with incentive bonus based on results. Liberal fringe benefits. We will back you up with a top editorial product and aggressive circulation program. Box 1501, Editor & Publisher.

IF YOU HAVE a good background in advertising and want to be your own boss, our organization is ready to branch out and needs good people who want to make top dollar. You can become publisher plus 7%. Investment of \$5000 required. Call Mr. Hunter, (312) 471-2734.

PROMISING FUTURE for advertising salesman in rapidly expanding weekly local TV guide. Possible statewide ad manager position within 24 months. Zone 7 with free use of Big Sky Country. Box 1432, Editor & Publisher.

ADVERTISING MANAGER

For a sharp, aggressive shirt-sleeve type ad manager, we offer an excellent opportunity to become identified with a group of Zone 5 weekly newspapers.

What do we want from you? A proven track record in competitive sales and a genuine desire for a greater challenge. We're looking for the No. 1 person—but if you are a No. 2 person knocking on the door, let's hear from you.

What will you get from us in the way of personal reward? Salary, bonus, life and medical insurance, plus excellent retirement and investment plans.

Send us your resume—with emphasis on your sales achievements. It will be handled with the utmost discretion. Box 1494, Editor & Publisher.

BEAUTIFUL AREA on the salt water, northern Area 9, needs an aggressive advertising man for weekly newspaper and related publications. Reply to Box 1470, Editor & Publisher.

MAJOR NEWSPAPER GROUP seeks management trainee for Midwest daily. Some newspaper sales experience, and/or masters degree helpful. We need a bright, hard working individual willing to put out maximum effort for maximum dollars and rapid promotion. Starting salary, \$20,000 plus benefits. Send resume to Box 1385, Editor & Publisher.

HELP WANTED

DISPLAY ADVERTISING

ASSISTANT ADVERTISING Display Sales Manager needed. Only shopper in city. 2001 Madison, growing like dynamite! Write Marco Publishing, Box 2511, Madison, Wisc. 53711.

MAN/WIFE TEAM to manage shopper in Florida. Salary and profit sharing. Call (813) 676-3822.

TOP WYOMING weekly needs aggressive ad manager good at both sales and layout. Should have minimum of 2 years advertising experience. Send complete resume and evidence of ability to Don Schmidt, The News-Record, Gillette, Wyoming 82716.

EDITORIAL

REPORTER-PHOTOGRAPHER, eager, talented J-Grad or experienced pro in work on our superior industrial papers and our dynamic community weekly. Contact Malcolm Coe, Henry County Journal, Bassett, Va. 24055.

REPORTER—1 year experience preferred but will consider promising J-Grad for lively 15,000 daily committed to complete local coverage. Include 2 clips in letter of application to Robert J. Ritchie, Editor, Daily Observer, Toms River, N.J. 08753.

EDUCATION WRITER

National educational survey organization in Zone 8 has immediate opening for experienced education writer with interest or background in mathematics education. First assignment will be to write non-technical reports to various agencies depicting results of national study of mathematics achievement. Future assignments include reports in art, literature, music and other areas. Send resume, samples of educational writing to Box 1568, Editor & Publisher. Equal opportunity employer.

SPORTS EDITOR for 9,500 circulation 6-day PM daily in southwest Nebraska. Sports coverage includes more than a dozen area high schools as well as McCook College. Present sports editor retiring. Ideal working conditions including profit sharing. Excellent community. Gene Mack, Managing Editor, McCook (Neb.) Daily Gazette.

EXECUTIVE EDITOR

To mastermind and produce tomorrow's suburban weekly newspaper today. Full responsibility for design and content of 11 publications covering the dynamic Phoenix metropolitan market with 225,000 circulation. Must recruit, manage and motivate stringers and freelancers to generate news, features, art and photos relevant to each individual community we serve. Must assemble, inspire and direct small but highly professional editing staff. Broadsheet format and thoroughly modern offset plant at your disposal. This could be both the challenge and the opportunity of your career. Age, sex, race, etc. don't count. What does count is managerial skill coupled with editorial flair and your ability to turn imagination into reality. In addition to your complete resume, we need to know why you're sure we ought to get together. Tell us. Show us. Write us today.

Thomas M. Billings
Executive Vice President

UNITED MEDIA INC.

Box 11886 Phoenix, Ariz. 85061
P.S. If you're not the person we're seeking but you know who is, please pass the word along. Many thanks.

EDITOR AND MANAGING EDITOR—Oversee editorial operations for 3 New York State alternative weeklies successfully directed at 18-35 readership. Most unique operation in the country. If you're a pro with the right kind of head, you'll love our papers (120 tab pages per week with 80M circulation). Our average age is 26 and we're heavy on news, music, film, etc. Long hours, fulfilling work, absolutely unlimited potential, immediate start. Send resume and other interesting info to Kasco Media, Box 1321, University Station, Syracuse, N.Y. 13210.

HELP WANTED

EDITORIAL

WIRE EDITOR for expanding 15,000 PM, South Florida. Modern plant. Quick, solid news sense; head writing, layout, ability to work with others required. References. Reply Box 1511, Editor & Publisher.

DESKMAN for growing 14,000 offset PM, top Southwest Florida area. Must be good copy handler, versatile, congenial. Modern facilities. Good opportunity for right person. Reply Box 1514, Editor & Publisher.

WE'VE GOT AN IDEA about news coverage—local, in-depth, different and in a wider area. To make it a reality, we need to expand our staff and staff management. We're looking first for 2 top-notch managers with solid experience. Call one a city editor, the other a managing editor. That'll do until we talk. We're a medium sized Southeast daily looking towards a new staff of 20 professionals. Send full resume to Box 1301, Editor & Publisher.

REPORTERS, EDITORS

Several top opportunity professional openings in metro regional newsroom. Area 65. Metropolitan standards, pace, pay. Looking for men and women who can add to a 70,000 PM prize-winner. Please be advised that we are seeking permanent replacements for striking newspaper guild members. Write Managing Editor, Box 1512, Editor & Publisher.

SOCIETY EDITOR for South Florida PM. Strong on local news. Good, fast writing; heads, layout required. Top area, modern plant. Reply Box 1517, Editor & Publisher.

CONSUMER WRITER-EDITOR for University of Minnesota Cooperative Extension Service. Academic rank, duties. Salary \$10,000 plus. MS degree with 2 or 3 years experience preferred. October 19 application deadline. Write Eldon Fredericks, 453 Coffey Hall, University of Minnesota, St. Paul, Minn. 55101.

EDITORIALLY SPEAKING

Our manpower studies indicate the following journalistic needs in our non-metropolitan newspaper group.

EDITOR—A top manager who thoroughly understands the complete workings of the newsroom. Particularly strong on supervision and has the ability to plan, organize and budget for his department needs. Salary range \$15-25,000.

MANAGING EDITOR—Track record shows the ability to get the right person to the right place for the right story. Will direct the work of newsroom personnel. This highly skilled person will train reporters and deskmen in the art of developing and writing stories, editing, page layout and design. Salary range \$12-18,000.

DESKMAN—This skilled technician can work the slot or desk—has the talent to discern the value of news stories, coupled with up-to-date knowledge of page layout and design for superior display. Salary range \$8-12,000.

REPORTER—This person writes news stories, not novels, and digs to get the story behind the story; talented writer, interviewer and observer who is objective and cannot be intimidated. Salary range \$8-12,000.

If you are experienced in one of the above positions and want the opportunity to progress, take the first step by sending your resume, qualifications and salary expectations to Box 1560, Editor & Publisher.

An Equal Opportunity Employer

EDITORIAL WRITER for California suburban daily. Must have editorial writing experience. Please send complete resume of background, including education and work experience with examples of editorials actually published to Box 1571, Editor & Publisher. All replies will be treated confidentially. Excellent salary and employee benefits.

HELP WANTED

EDITORIAL

SPORTS WRITER-EDITOR for fast growing 9,000 PM. Must be resourceful, imaginative and experienced. Excellent salary, free rein. Zone 2. Box 1539, Editor & Publisher.

THE SAN JUAN STAR wants an experienced reporter. Must be bilingual in Spanish-English. Excellent salary, benefits. Write:

Managing Editor
The San Juan STAR
G.P.O. Box 4187
San Juan, P.R. 00936

EDITOR for 6-day medium small daily. Complete responsibility for editorial and news. Good staff available. Pleasant community, Zone 2. Write giving salary requirements to Box 1550, Editor & Publisher.

WASHINGTON CORRESPONDENT WANTED

Publisher of national trade journals in commercial fishing and work boat fields looking for Washington correspondent who can provide cover of specific, pertinent legislation. Not interested in overall, general congressional roundup type of column. Box 1558, Editor & Publisher.

MANAGING EDITOR for Zone 9 daily newspaper. Want person with proven management ability to supervise and direct all Editorial departments. Send written resume with complete details of education, experience and minimum salary requirements to Box 1569, Editor & Publisher. All applications will be held confidential.

TELETYPE OPERATOR

Metropolitan daily in Zone 2 offers real opportunity for person with good background in electronics and interest in latest communications systems. \$16,000-18,000 to start. Send full resume including education details to Box 1486, Editor & Publisher.

CITY EDITOR wanted for 27,000 circulation PM daily in Zone 5. Applicants should be knowledgeable, mature and experienced with a flair for layout and for finding the human side of a story. Salary negotiable depending on ability. Send resume, clips, layout samples, references to Box 1567, Editor & Publisher.

SPORTS EDITOR for prize-winning small daily near dynamic Southern city with big league and college sports. Major assignment, to cover sports of several high schools, direct growing staff. Box 1562, Editor & Publisher.

MISCELLANEOUS

OPENINGS IN PENNSYLVANIA. All types. Write Pennsylvania Newspaper Publishers' Association, 2717 North Front St., Harrisburg, Pa. 17110.

PRESSROOM

GENERAL PRESSROOM FOREMAN. We are looking for a person to supervise our morning-evening-Sunday pressroom operation, daily combined 58,000, Sunday 63,000. Letterfile with Goss Headline 6 units and offset. Excellent job opportunity for further advancement. Please send experience and references to Ogden Nutting, General Manager, Ogden Newspapers, 1500 Main St., Wheeling, W. Va. 26003.

WEB OFFSET PRESSMAN for Suburban Community. Stripping and platemaking desirable. Good pay and benefits for right person. Write Dispatch, Casa Grande, Ariz. 85222.

PRESSROOM SUPERVISOR to locate in New England. Must have offset experience. Looking for top quality person with proven experience and training ability for large Goss Urbanite. Must supervise a combination daily in 2-shift commercial plant with latest equipment. Excellent salary, complete benefit package including formal pension plan, liberal company saving program, excellent insurance coverage. Send resume to Box 1528, Editor & Publisher.

HELP WANTED

PRESSROOM

WANTED: Experienced Goss Urbanite pressman. Good opportunity. Miami Beach Sun-Reporter. Send complete resume to Al Burkert, P.O. Box 420, Miami Beach, Fla. 33139 or call (305) 552-4531.

PRODUCTION

PLANT ENGINEER, experienced, with degree in Mechanical or Electrical Engineering or equivalent experience. Some experience in Air Conditioning highly desirable. Midwest location with combined circulation of 250,000. Write giving education, experience and salary requirements to Box 1484, Editor & Publisher.

WE ARE SEEKING a Production Manager with hot and cold type experience. We produce an evening daily and several weeklies in our non-union hot type composing room. Studying offset versus hot type. Opportunity for advancement. Good fringes. Zone 7. Box 1527, Editor & Publisher.

NEWSPAPER INDUSTRIAL ENGINEER

Northern California

McClatchy Newspapers, a multi-plant group of newspapers with headquarters located in Sacramento, California, has challenging position at corporate level for experienced Industrial Engineer... preferably someone with strong new process and plant design experience. Good salary plus liberal vacation, medical and retirement benefits. All replies held in strict confidence.

Send detailed resume including availability for interview to:

Personnel Department
McClatchy Newspapers
21st and Q Streets
Sacramento, California 95813
(An Equal Opportunity Employer)

TYPESETTER SUPERVISOR for diversified job Phototypesetting department. Familiar with makeups, spacing type, layout. Schedule and coordinate typesetting and paste-up. State full details, salary. Replies confidential. Zone 2. Box 1566, Editor & Publisher.

PUBLIC RELATIONS

PUBLIC RELATIONS COORDINATOR

Nation's leading retail food service company needs Public Relations Coordinator. The successful candidate will help develop special publicity projects and direct their execution by outside agencies, create publicity materials for local use by franchisees, edit bi-monthly news magazine going to employees and franchisees and their store personnel, assist with press relations, write speeches, etc.

EXPERIENCE DESIRED includes minimum 2 years as reporter or editor on daily newspaper and 1 year in corporate or agency Public Relations.

OPPORTUNITY for advancement for hard working, imaginative PR professional. Salary commensurate with experience. Outstanding benefit package including profit sharing. Send resume with salary history to:

B.C. Munday
KENTUCKY FRIED CHICKEN
CORP.

P.O. Box 13331
Louisville, Kentucky 40213
An Equal Opportunity Employer

SYNDICATE SALES

FEATURES SALESMEN for syndicate. All zones. Resumes to Centurion Press International, Box 14456, Las Vegas, Nev. 89114. Inquiries kept confidential.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ADMINISTRATIVE

THE OPPORTUNITY IS THERE . . . you have it. The ability is here . . . I have it. Let's put them together! Working General Manager, age 40, with advertising, circulation, editorial, promotion and production system details, seeks challenge as Publisher or General Manager or Assistant thereto for growth minded organization. Any zone. Present salary 25K. Mutual confidences respected. Box 1519, Editor & Publisher.

SUCCESSFUL PUBLISHER large newspapers now employed at top salary wants more attractive locale and more satisfying business situation. Best references. Objective: Publisher—First class newspaper. Box 1495, Editor & Publisher.

GENERAL MANAGER/AD DIRECTOR. At 31, experience includes management of 19M daily, ad agency, newspaper ad sales and teaching university course in advertising design and sales. Box 915, Editor & Publisher.

ARTISTS/CARTOONISTS

YOUNG, TALENTED, versatile and experienced newspaper artist/cartoonist, editorial and sports. Priced right. Available September. Third party contact: Mr. Straka (812) 426-6369.

CIRCULATION

TOP-NOTCH CIRCULATION Director, 14 years experience and proven track record in all phases of Circulation Management including responsibility for Mailroom and Fleet Operations on 75,000 category MES combos as well as weeklies. Background in Circulation Management from District Manager to the last 8 years as Circulation Manager/Director. Qualified for Business Manager/Assistant to Publisher position as well as Circulation Director. All confidences mutually respected. Box 1506, Editor & Publisher.

YOUNG CIRCULATION MANAGER with proven track record in circulation gain and expense awareness seeks control of larger circulation department 15,000+. Position must have future advancement possibilities. All areas will be considered. For resume write Box 1547, Editor & Publisher.

DISPLAY ADVERTISING

AD MANAGER-PLUS, with 35% sales increase in current job with multi-weekly and shopper, seeks greater potential. Box 1480, Editor & Publisher.

WORKING AD DIRECTOR, non-metro daily, 50, BJ Missouri, \$250. Area 3, 4, 6, 8, Box 1031, Editor & Publisher.

AD MANAGER, former publisher, 25 years newspaper experience. Will relocate. R. A. Nuyak, 119 Scamridge Curve, Buffalo, N.Y. 14221.

YOUNG AND HUNGRY. I've had the titles, introduced new products and concepts, started new divisions, 9 years communications experience in radio, print, mail order. Aggressive, prefer West Coast, 18-24 range plus fringe. For details write Box 1525, Beverly Hills, Calif. 90213.

EDITORIAL

REPORTER—12 years experience, all beats. Can handle desk. Photo oriented. Married. Available for small daily. Box 1493, Editor & Publisher.

SPORTSWRITER — Recent J-School graduate. Sports editor of major college daily. Prefer Southern U.S. but will relocate anywhere. Write Box 1492, Editor & Publisher.

EDITORIAL OR PUBLICITY—Writing experience. '72 grad seeks position on magazine, newspaper or in book publishing New York metropolitan area. Box 1564, Editor & Publisher.

EDITOR & PUBLISHER

EDITORIAL

EXPERIENCED magazine writer/editor, 28, seeks challenging job with aware, penetrating magazine or weekly paper; prefer East or West Coast. Lincoln Bates, 1333 Federal #6, Los Angeles, Calif. 90025.

ENERGETIC 1973 BA seeks newspaper job preferably in Zone 1 or 2. Resume and references available upon request. Box 1502, Editor & Publisher.

EDUCATION WRITER

Won national, state, local awards in 7 years on 230m daily. Wrote weekly analysis column last 2½ years. 15 years a newsmen. Wish chance to continue, expand in-depth coverage. Box 1565, Editor & Publisher.

EXPERIENCED REPORTER, 27, seeks position as a political or general assignment reporter on a medium or large newspaper. BS in Journalism. Over 5 years experience, including coverage of 4 sessions of the Kentucky legislature. Male, single, currently reporter for Illinois daily. Florida, Zones 2, 5. Box 1499, Editor & Publisher.

RECENT MERGER makes a newly formed writer-photographer team available to your newspaper or chain. Young, talented, award-winning, mobile. We've got the ideas—all we need is vehicle. Box 1508, Editor & Publisher.

CONSERVATIVE EDITORIAL WRITER—Young and experienced. Skilled with wit, humor and wisdom. Box 1447, Editor & Publisher.

MY CRAFT: Features, sports, news. And at 25, I'll still listen to you. 2 years experience, camera ability, entertaining style. BA in Journalism. Weekly, small daily or public information desired. Anywhere. Edison Vogel, 9355 Moon Rd., Saline, Mich. 48176.

AGGRESSIVE NEWSMAN seeks challenge with Zone 2 daily. Education coverage a specialty. Can do layout, edit—nearly anything. Box 1524, Editor & Publisher.

COLUMBIA COLLEGE GRAD, magazine editor, news reporter, Mensa, 21, Ohio-born, based in N.Y., looking for involved, involving work. Call (405) 845-0202 or write Box 1529, Editor & Publisher.

TIERED OF SNOW, Eastern news veteran, 20-plus years all beats, weeklies, dailies seeks position in Arizona, New Mexico. Family. Box 1498, Editor & Publisher.

SALLY QUINN is in New York. I'm staying in Washington, D.C. Seek writing job. Talented, versatile, Hill experience, aspiring reporter, age 27, good investigative work, speech writing, photography. Box 1445, Editor & Publisher.

JUNE JOURNALISM GRAD, 2 years professional experience, looking for beginning but challenging position on large or medium size daily. Experience in sports and news writing, desk work, layout, columns, features and editorials. Fast, accurate. Any Zone. Box 1525, Editor & Publisher.

EDITOR-ME. Proven leader, motivator, enterpriser wants career position, 13 years experience all size dailies. Box 1516, Editor & Publisher.

REPORTER and able photographer wants West Coast daily post. Have journalism degree and 4 years experience in news and features in health, minority affairs, education, other areas. Box 1518, Editor & Publisher.

BRIGHT, SELF-STARTING MAJ, some experience, wants spot as reporter or editor. Prefer sports, but flexible. Know camera, layout, go anywhere. Drive. Jeff Landaw, 37 City Blvd., Staten Island, N.Y. 10301. (212) 727-3634.

EDITORIAL

WRITER: PHOTOGRAPHER: EDITOR: 15 years; available now; reasonable: (213) 463-1834.

SPORTSWRITER, 25, 3 years experience (pro beat, desk, scholastic and weekly column); desires reporting job in northern California area. Box 1476, Editor & Publisher.

INDUSTRIOUS JUNE BA seeks first newspaper job. Eager to learn the trade. Resume and references upon request. Don't be sad, hire the grad. Box 1464, Editor & Publisher.

GOTTA GET OUTTA NEW YORK CITY and back in the fold. Haven't written a news story in seven years but don't hold it against me. Eager to relocate in Zones 1 and 2 (any position, any medium, any size). Three years general reporting with some photography and teletype. No Sports. Hours, salary open. Male, 31, single. Photo, clip upon request. Box 1559, Editor & Publisher.

WRITER, age 28, has several years of trade journal and convention background. Seeks newspaper reporting. Versatile. Box 1556, Editor & Publisher.

FIRST-CLASS EDITOR seeks copy desk spot with potential on medium to metro daily. College, 19 years experience, 40 years old, married. Box 1561, Editor & Publisher.

MAGAZINE EDITOR/writer forsook New York to go home to Zone 9. Varied experience including PR, BS+, top references, compulsive worker. Last salary \$15,000, and I'm worth it. Box 1553, Editor & Publisher.

ENERGETIC REPORTER, 32, editing experience, seeks writing or editing position all zones. Experienced in city hall, police, state news coverage; also campus reporting at Wisconsin. Presently employed AP. Almost PhD (humanities), academic honors. Extensive academic editing (politics and literature); minors in journalism and history. Box 1551, Editor & Publisher.

EX-CITY EDITOR, top writer, metro background, desperately needs job. Editing or perhaps doing a column. Good with humor, human interest. Pro with copy and teaching reporters. Box 1554, Editor & Publisher.

AWARD - WINNING JOURNALISM GRADUATE seeks reporting or copy editing position with newspaper or trade organization. Will accept low salary in exchange for experience. Any location. William Hagen, 11617 35th Ave., Beltsville, Md. 20705.

REPORTER, 24, now on 100,000 daily, seeks move to metro power house. Aggressive, good writer, Masters degree. Will cover any beat with non-stop energy. Box 1535, Editor & Publisher.

EDITORIAL

ABLE REPORTER, 23, with 1 year experience, BA in Political Science, and demonic curiosity, looking for a position where he can exercise it. Contact Gordon Greisman, 2 MacDonalda Pl., Scarsdale, N.Y. or call (212) 279-3773.

J-GRAD, 27, seeks reporting and/or copy desk intern spot, any Zone. Michigan State, high honors. Box 1537, Editor & Publisher.

SEASONED, responsible newsmen seeks job on PICTURE DESK or city desk. Experienced in photo editing, captioning, layout, copyreading, rewrite, reporting and photography. 20 years plus on 3 dailies. Box 1538, Editor & Publisher.

AGRICULTURE NEWS a problem? Recent J-grad with farm background seeks reporting position, any Zone. Small town daily writing and photography experience. Box 1541, Editor & Publisher.

WELL-ROUNDED 5 year California metro reporter with good credentials desires a better job with West Coast. Box 1546, Editor & Publisher.

FREELANCE

EDITORIAL PHOTOGRAPHER, 10 years newspaper, magazine and textbook experience, seeks work. Zone 5. Portfolio available. Box 1509, Editor & Publisher.

I REVIEWED 117 MOVIES last year for major daily. You don't need staffer for sharp, concise film reviews. I'll do long-distance. Interested. I'm cheap. Box 1543, Editor & Publisher.

PHOTOGRAPHY

AMBITIOUS, TALENTED photographer 5 years experience with Midwest daily ex-Navy photographer. Graduate Layton School of Art, Milwaukee. Desire position with large or small daily. For resume and tearsheets write Box 1491, Editor & Publisher.

PUBLIC RELATIONS

PUBLICITY—10 years PR, 15 news; excellent writer, now working. Box 1544, Editor & Publisher.

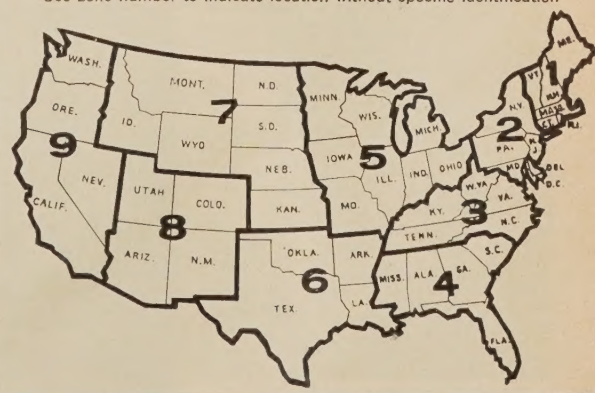
WASHINGTON, D.C.

Publications, press-relations pro, nationally published, seeks D.C. association post. Jack Cummins, 1733 N St. N.W. (202) 785-2490.

PR PRO, 31, seeks challenging position in clean-air location. Right job more important than salary. Now working; 9 years experience; J-grad. Box 1496, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Merger, changes in pension plan are studied by ITU

By Gerald B. Healey

Efforts to merge all printing and graphic arts unions were given greater impetus during the recent International Typographical Union Convention at San Diego, Calif.

But a plea for a national conference of ITU women members to enlist help in organizing unorganized women went down to quick defeat.

In a final report to the convention of the committee on graphic arts unions merger there was recommendation that continued merger meetings be diligently pursued by the ITU executive council. Merger agreements would go to vote by referendum of the membership.

The committee said it realized that a merged organization must be formed to protect and strengthen the printing industry.

The proposition regarding women workers was opposed in committee, which commented that equal rights has always prevailed in the ITU and that the resolution appeared discriminatory.

The resolution, proposed by three delegates of Chicago Local 16, said that the new technology of the graphic arts industry, has brought into the trade . . . workers untrained in traditional printing skills—many of them women.

No common dates

Common expiration dates for contracts came before the convention and was rejected for the third time despite pleas by Bert Powers, New York Local 6 president, and others for adoption. Previous conventions turned it down as being unworkable and interfering with free collective bargaining.

Powers argued the common expiration dates are unworkable "if you don't want it to work. Why shouldn't we have common expiration dates and say to Hearst or to Newhouse (newspaper publishers) if we have trouble with you in any location, we have trouble with you in every location."

Powers said favorable action would make the ITU stronger.

The committee on strikes, lockouts and defense reported a considerable downturn in strikes. In 1968 more than 2,000 drew strike benefits. This was reduced last year to 856 and in the current year to 561.

An effort to assure unemployment benefits above the level of established standards (designated as Automation Impact Insurance) for machine displaced workers was defeated when the automation and technical training committee reported that although the idea has merit, it would be impractical to implement. The report pointed out that the ITU has pioneered the retraining for all new equipment and methods.

There also was a move to implement standards in graphic and typographical arts to "assure broader quality control

factors in the printing and publishing industry. This met with committee and convention disfavor. The comment was that setting standards could lead to government control of the industry; workers' pride of skills and competition (will be) better able to control quality of products.

Swing to cold type

The automation and technical training committee reported that approximately 50 percent of the daily newspapers composing rooms in the United States and Canada are completely cold type and that "most" of the remainder are in various stages of conversion.

The committee reiterated the stand that new electronic processes should be operated and maintained by members of the ITU. Local unions, whenever possible, should negotiate training and retraining clauses in their contracts, it was said. It also was pointed out that although methods of delivering newspapers have been altered drastically there are now more working mailer members in the ITU than there were before the start of mailroom automation in the early 1950s.

The convention adopted by a 3 to 1 vote a report by the committee on laws favoring amendments to the old age pension and mortuary benefit bylaws. The committee said that changes are consistent with recommendations by actuaries to meet the challenge of insufficient income and ever-increasing numbers of pensioners participating in the Old Age Fraternal Pension Fund. The committee noted:

Realization of these facts, plus the inability to bring new members into the ITU, through organization, because of the presently required two and one-half percent pension dues, necessitates a long-range approach that "will be beneficial to all members of the ITU."

The bylaws change is subject to a referendum, which will be conducted October

17. Results should be in by the end of October.

The referendum will also take into account changes in the union constitution calling for dues decreases by percentage from 2.25 percent from January through June, 1974 to 1 percent July 1976 and thereafter. Pension benefits would be payable based on dues income of the old age pension fund divided by the number of members on the pension rolls. Pensions would not exceed \$100 per month.

Fund in trouble

Secretary-Treasurer William R. Cloud reported that one of every five ITU members is now receiving the ITU Fraternal Pension. As a result of these conditions the fund is in serious trouble.

The three industrial pension plans are currently receiving contributions from more than 2,400 employers. Their contributions amount to \$1,800,000 per month, making it possible to disburse approximately 535,000 each month in benefits.

Associate member plan

The convention rejected a proposal to adopt the principle of the four-day work week. It adopted a proposal that a cost of living allowance clause be sought through collective bargaining by local unions. A provision in the clause would read that "in no event will a wage reduction be permitted under the formula negotiated."

The convention approved a proposition which would allow for issuance by local unions of associate memberships "to meet technological changes and innovations in the (printing) industry"; to provide a broader membership base, and to promote organizational activity. The proposition was viewed as enhancing the ITU's strength; as a means of reducing dues and increasing benefits.

Such associate members could include classified department phone rooms and other areas where employees will be working with scanners.

President John J. Pilch said he did not intend an earlier comment he made to mean that "we are going to enter into any raiding contest with any other union. We are talking about those places where (these) people are not organized, and also about instances where they are organized, and express a desire, without our provocation, to become associate members of the ITU."

TIMING IS EVERYTHING

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AMERICA'S MOST DYNAMIC AND EXPERIENCED MEDIA BROKERS

EDITOR & PUBLISHER for September 22, 1973

"The truth is wildlife has increased in the South's managed forests... a fact we should no longer ignore."

Dr. Leslie Glasgow

University Professor of Wildlife Management, formerly Director of the Louisiana Wildlife and Fisheries Commission

Dr. Leslie Glasgow is an eminent biologist and a man deeply concerned with the environment and the preservation of wildlife. Recently Dr. Glasgow made this statement: "All the recent publicity about environment has gotten a lot of people thinking about our forests and the wildlife in it. Which is good. But it has also spawned a lot of misconceptions, the principal one being

that wildlife cannot thrive and multiply in the well-managed forest. Nothing could be further from the truth. Actually, in the well-managed forest, periodic thinning, harvesting and regeneration create browse and nourishment for wildlife. Proof of this is found in the fact that many species of wildlife in the Southern forests have increased in tremendous amounts since the early 1940's

when forest management began in earnest in the South."

It's good to be concerned about wildlife and the environment. It's also good to know the truth. And the truth is that in the well-managed forest wildlife can thrive and multiply. For more information, write to: Southern Forest Products Association, P. O. Box 52468, New Orleans, Louisiana 70152.





Don't look now, but here's where your ad budget runs out of gas.

Out in the Ohio boondocks. Where the sky is big. But the money isn't.

Because you'll find Cleveland's people — and their money — in the Cleveland Retail Trading Zone. The big, rich, seven-county area that is Greater Cleveland.

The area where The Press concentrates 98% of its circulation.

While Cleveland's other paper wanders all over the seventeen-county Area of Dominant Influence counting its subscribers. Even though their penetration in those other ten counties averages less than 7%. Those kinds of figures can spread a body's ad budget mighty thin.

Put your money into the RTZ, and you'll

walk away with 66% of the total population in the ADI. And 69% of the total buying power. And 74% of the \$15,000 plus households in the ADI.

So start getting more mileage from your ad budget. Put your money into The Press. And leave the boondocks to the competition.

NEW BOX SCORE/RETAIL TRADING ZONE*

	PRESS	vs. PLAIN DEALER
March '72	364,335	343,577
March '73	376,228	345,930
	11,893+	2,353+

PRESS NOW LEADS BY 30,298

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THE CLEVELAND PRESS
Biggest where it counts. And still growing.